ARCH 7, 1955

35c PER COPY

# BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year


## a Radio-Active Family

this is a typical picture of Radio-Activity today . . . typical because listening is often a personal matter and Radios are available everywhere . . .

**25,320,000** IN LIVING ROOMS

**21,560,000** IN BEDROOMS

**16,100,000** IN KITCHENS

**11,760,000** IN OTHER ROOMS

**26,180,000** IN AUTOMOBILES

*And, Spot Radio turns Radio-Active families into customers for advertisers.*

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WFAA* | Dallas, Ft. Worth | NBC, ABC |
| KOA | Denver | NBC |
| WIKK | Erie | NBC |
| KPRC* | Houston | NBC |
| WJIM | Lansing | NBC, ABC |
| KARK | Little Rock | NBC |
| KABC | Los Angeles | ABC |
| KSTP | Minneapolis, St. Paul | NBC |
| WSM | Nashville | NBC |
| WABC | New York | ABC |
| WTAR | Norfolk | CBS |
| WIP | Philadelphia | MBS |
| KGW | Portland, Ore. | NBC |
| WRNL | Richmond | ABC |
| WOAI* | San Antonio | NBC |
| KFMB | San Diego | CBS |
| KGO | San Francisco | ABC |
| KMA | Shenandoah (Iowa) | ABC |
| KTBS | Shreveport | NBC |
| KVOO | Tulsa | NBC |
| ABC | Pacific Radio Regional Network | |

*Also represented as key stations of the TEXAS QUALITY NETWORK

**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

# It's Better when it's **BIG!**

**The BIG Station in Eastern Michigan is**

## WTAC

**Flint**

Flint and Eastern Michigan are havens for sports fans. WTAC every year broadcasts all Detroit Tiger games, Michigan and Michigan State, local high school football, basketball and other sports events around the year. BIG sports are on the BIG station.

**The BIG Station in Hawaii is**

## KPOA

**Honolulu**

KPOA, the "Big League" Station introduced Major League baseball to the islands ...has broadcast more games than all other stations combined... and has higher Hooper ratings for baseball than any other station in Hawaii.

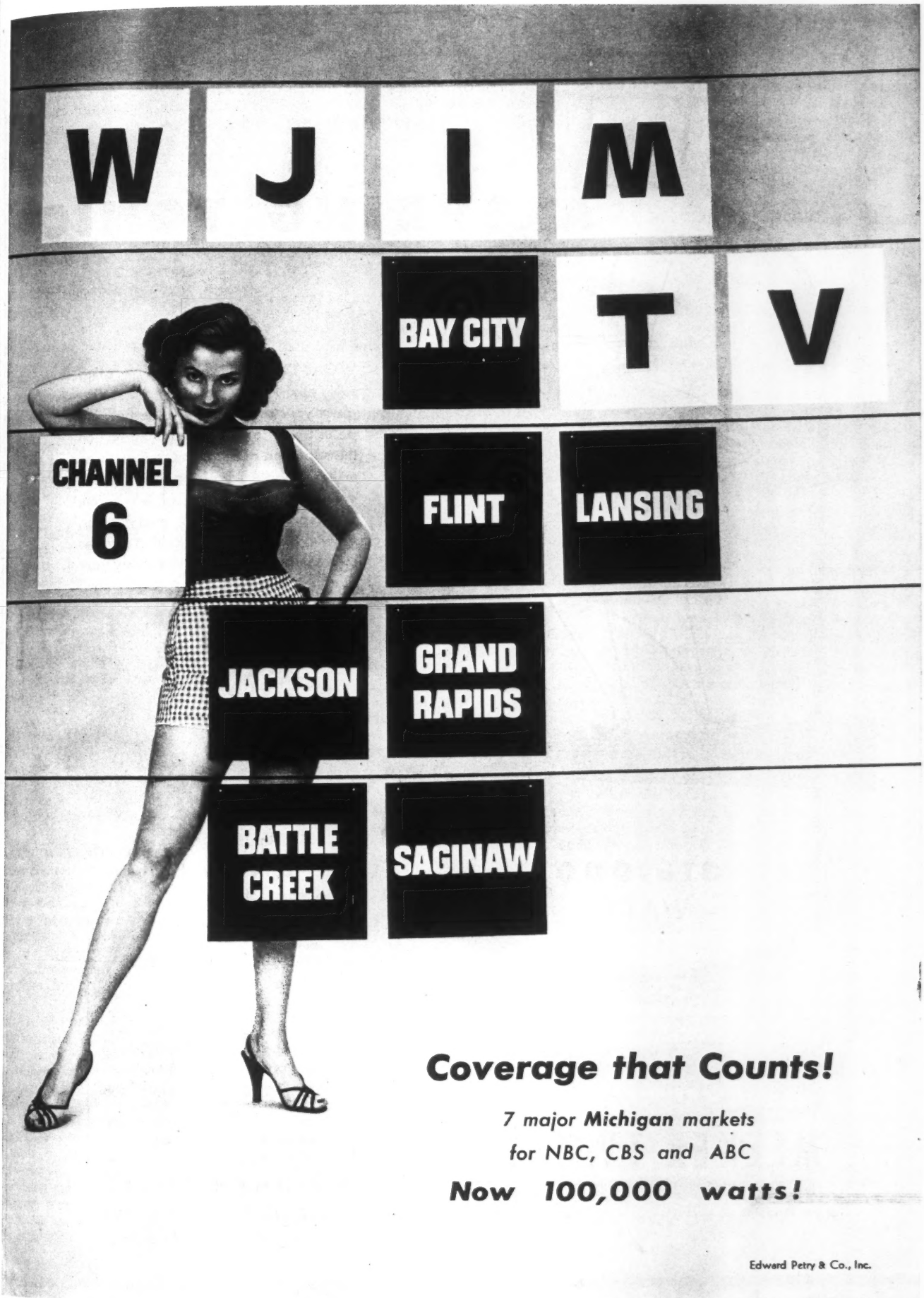
## Expect and get **BIG** sales results with the **BIG** Stations

**WTAC Flint**
**1000 watts at 600**
nationally represented by
The Bolling Company, Inc.

**KPOA Honolulu**
**5000 watts at 630**
nationally represented by
George P. Hollingbery Co.

**RADIO HAWAII, INC.**
**420 LEXINGTON AVENUE,**
**NEW YORK 17, N.Y.**

Publis
DeSal

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# A SPRING TONIC

WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station gives your selling tremendous new impetus because it has a potent effect on the spending habits of more than three million people who have an effective annual buying income of $5 billion, who spend $3 billion every year. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic—*now!*

**316,000 WATTS**

**Lancaster, Pa.**

NBC • CBS • DuMont

**Channel 8 Mighty Market Place**

| | |
|---|---|
| Harrisburg | Reading |
| York | Lebanon |
| Hanover | Pottsville |
| Gettysburg | Hazleton |
| Chambersburg | Shamokin |
| Waynesboro | Mount Carmel |
| Frederick | Bloomsburg |
| Westminster | Lewisburg |
| Carlisle | Lewistown |
| Sunbury | Lock Haven |
| Martinsburg | Hagerstown |

**STEINMAN STATION**

CLAIR McCOLLOUGH, PRES.

***Representatives:***

## MEEKER TV, INC.

**New York** **Chicago**

**Los Angeles** **San Francisco**

# closed circuit®

**WHITE HOUSE SILENCE** • Despite fact that nation's broadcasters are holding annual convention in Washington for first time in 17 years, NARTB so far has had no luck in continuing effort to get President Eisenhower to address one of sessions during week of May 22. Repeated inquiries indicate matter is under advisement. President last week, however, tentatively accepted invitation to address annual meeting of Associated Press in New York April 25, and also invitation to Gridiron Club (newspaper) dinner in Washington May 7.

B•T

*IN ITS consideration of de-intermixture of uhf and vhf, FCC is looking at situations which already have undergone hearing or initial decision as possible locales. Among these are Hartford, Conn.; Peoria, Ill., and Madison, Wis., but FCC hasn't yet singled out any particular markets. Since such moves would require modification of basic allocation plan (Sixth Report) rule-making would have to be invoked.*

B•T

**IT ISN'T BEANS** • Group of Boston investment bankers who specialize in open-end trusts reportedly has accumulated over past few years about 30% of stock of CBS Inc., valued at roughly $62 million in current market. CBS President Frank Stanton addressed group, which acts primarily in behalf of educational and other institutions, on Feb. 24 in Boston and has met with them annually for several years.

B•T

*IT'S now set for about middle of this month for C. E. Hooper Inc.'s re-entry, after five year lay-off, in serving national ratings. New service will initially issue ratings for key markets, grouped regionally or according to size.*

B•T

**NBC'S 'WEEKEND'** • Erection of mammoth control center at NBC headquarters in Radio City, New York, to handle new "Weekend" schedule is planned prior to start of new venture about May 1 (story page 92). "Weekend" is regarded as first phase of NBC's "Operation Redesign" for full scale reorganization of radio network programming.

B•T

*BIGGEST PROMOTION budget in NBC's history is planned to introduce new "Weekend" series. While no precise figure has been mentioned, it is understood to exceed $1 million for both consumer and trade promotion.*

B•T

**BIG BUY** • Buick Div. of General Motors, Detroit, to promote new variations of its new car models, will conduct radio and television spot announcement campaign starting March 30 and running through April 22, using about four spots per week on each station. Approximately 169 radio stations and about 100 television stations will be on list. Kudner Agency, New York, is handling campaign.

B•T

*QUALITY Radio Group is putting final touches on its first major presentation. Highlights will include figures to show (1) QRG, now consisting of 36 stations, can provide advertisers with planned national coverage for as much as 30% less money than national networks; (2) its stations cover 91% of U. S. population and areas having 90% of U. S. retail sales, and (3) indicating vastness of radio's listenership potential, that seven out of eight radios are used outside of tv room and 17 million radio homes have no tv at all. Additionally, feeling QRG stations are merchandising naturals, Executive Vice President William B. Ryan is planning big drive in that field.*

B•T

**PROBE POST** • Gerald Shucklin, Seattle attorney and former law partner of Senate Commerce Committee Chairman Warren G. Magnuson, has been offered post of Democratic special counsel of Magnuson committee on network-tv investigation. Offer was made last week while Sen. Magnuson was in Seattle, and Mr. Shucklin is understood to have it under advisement.

B•T

*COLLEAGUES of Mrs. A. Scott Bullitt on Television Code Review Board are backing her for election to NARTB Television Board to supply not only "woman's touch" but also self-regulation viewpoint in programming acquired during her three years on code authority. NARTB (and its predecessor NAB) has never had woman board member in its 33-year history.*

B•T

**ABATING BAITING** • Drive to curb bait advertising in all media, including radio-tv, continues to increase on industry and government levels. Model law submitted to state legislatures last year is seen as background for new bills this year to strengthen law. States active include California, Pennsylvania, Tennessee, Ohio, New York and Maine. Model law was based on 1953 Massachusetts statute.

B•T

*IN WAKE of several changes in sales, promotion and public relations posts at CBS o&o WBBM-AM-TV Chicago, C. W. Doebler has emerged, though unannounced, as executive assistant to H. Leslie Atlass, vice president of network's Central Division and general manager of stations. Mr. Doebler, who has relinquished sales promotion chores for radio-tv, is assuming duties formerly discharged by Newell Schwin, who recently became manager of sales development for CBS Radio Spot Sales. CBS outlets have invoked radio-tv split in sales promotion and public relations.*

**HIGH NECKLINES** • Strict ground rules to be laid down by NARTB on girlie exhibits for May convention in Nation's Capital. Problem is to make exhibitors realize all broadcasting will be under scrutiny of lawmakers and regulators, to say nothing of columnists looking for spicy material. It'll be emphasized that Washington is a "family convention city," with considerable share of delegates bringing wives and children.

B•T

*ROBERT H. HINCKLEY, AB-PT vice president in charge of Washington activities, has purchased control of School & Sports Supply Co., with stores in Phoenix and Tucson. He will operate company by remote control as he does Dodge-Plymouth distributorship in Utah (except Salt Lake City) and other outside holdings. Mr. Hinckley is former member of CAA (1938-1940), was Assistant Secretary of Commerce (1940-1942) and director of Contract Settlement (1944-1946). He became ABC vice president in 1946.*

B•T

**COLOR BOOST** • Newest moves reported by RCA to stimulate color set interest and sales: Its 21-inch color tube will appear in few months in new chassis containing simplified circuit of 28 tubes comparable to black-and-white set circuitry, and tube manufacturers in about month will be invited to watch production of 21-inch color tube at RCA's Lancaster, Pa., plant. RCA's new chassis to house tube was demonstrated as production model last September.

B•T

*WOOLWORTH Co. (dime stores), New York, which has been negotiating with several radio networks for possible weekly sponsorship of hour-long show* [CLOSED CIRCUIT, *Jan. 31*], *understood late Friday to be inclined toward program that would feature Percy Faith and orchestra on CBS Radio's 1-2 p.m. EST Sunday slot, starting about June. Lynn Baker, New York, is agency.*

B•T

**PLOTKIN-JONES** • Having procured postponement until March 18 for filing of comments on Plotkin Memorandum and Jones Report, FCC last week reportedly was meeting in joint session with representatives of Dept. of Justice, which also had been requested to comment on questions raised regarding network regulation and tv allocation problems. Attorney general was asked particularly about possible applicability of anti-trust laws to networks in Plotkin Memorandum which covered such matters as "block booking" and cited both Associated Press and Paramount Picture cases as parallels.

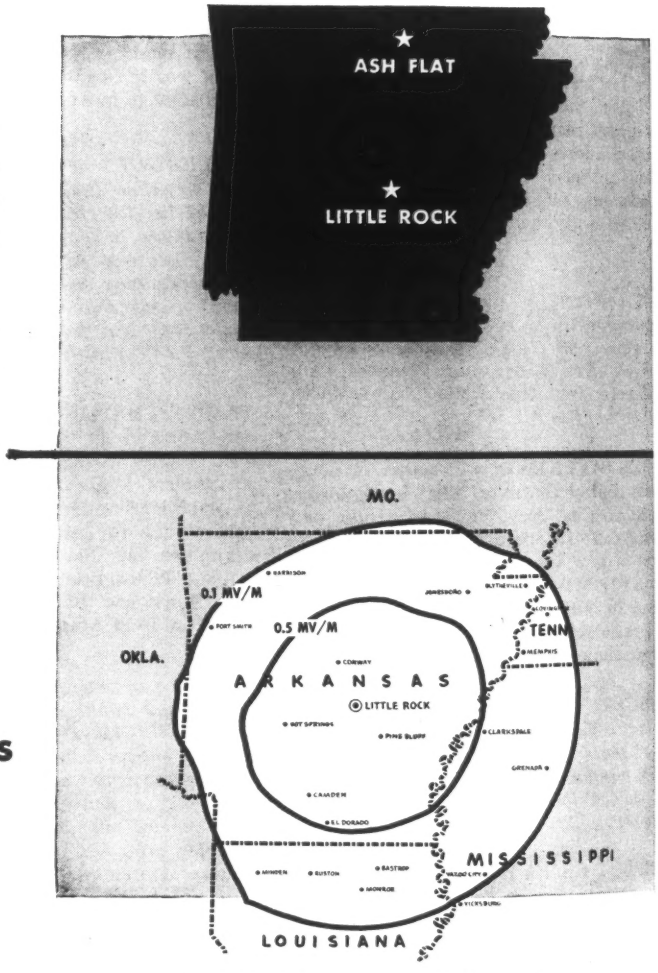
# KTHS (LITTLE ROCK)

# FIRES UP FOR *Ash Flat*, TOO!

WHEN you use 50,000-watt KTHS (Basic CBS) you reach a tremendous lot *more* than the Little Rock Trading Area. You also cover thousands of farms — hundreds of Arkansas towns and hamlets . . .

Take Ash Flat (Ark.) for example. A. F.'s population is only 265 souls — but you'd have to multiply that nearly 12,800 times to visualize the interference-free daytime coverage of KTHS!

When you use radio in Arkansas, really *use* it! The Branham Company has all the facts.




The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

## KTHS 50,000 Watts CBS Radio

**BROADCASTING FROM**

**LITTLE ROCK, ARKANSAS**

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

# at deadline

## ANA Radio-Tv Discussion At Hot Springs to Be Closed

IN DEPARTURE from recent practice, Assn. of National Advertisers' spring meeting, March 16-18 at The Homestead, Hot Springs, Va., will have informal, closed discussion of radio and tv but no full-fledged open radio-tv session. Change attributed to desire to make spring meetings more like "workshops."

Ralph Winslow, vice president, Koppers Co. and program chairman of meeting, is announcing today (Mon.) that theme of spring meeting will be "How to Be a Better Advertising Manager."

Areas to be covered: advertising management, including appropriations, budgeting, personnel and advertising evaluation; development of creative and merchandising skills, and meeting challenge of new and changing market trends.

Wednesday morning meeting to be opened by Paul West, ANA president, followed by Mr. Winslow and E. G. Gerbic, vice president, Johnson & Johnson and chairman of ANA board. Speakers for three-day meet: W. B. Potter, Eastman Kodak Co. advertising director, on his company's method of presenting appropriation and plans for advertising; William B. Smith, vice president, Thomas J. Lipton Inc., on basis for sound advertising planning; Howard Marple, public relations director, Monsanto Chemical, on ways to develop advertising department personnel techniques; Paul Gerhold, vice president, Foote, Cone & Belding, on charting advertising effectiveness via sales territories; Charles Brower, BBDO executive vice president, on creative planning; Art Tatham, president, Tatham-Laird, on challenge of increased volume and pressure.

Others: Edward Richer, Grey Adv., on merchandising; George Staudt, advertising and sales promotion manager, Harnischfeger Corp., on creative planning; David Kutner, Motorola Inc. advertising and sales promotion director, on case history of how Motorola and B. F. Goodrich retailers pooled efforts on tv program for traffic-building promotion; Philip Kelly, Chivas Bros. vice president and managing director, on merchandising.

Also to be featured are visual presentations by William H. McKeehan, J. Walter Thompson Co. vice president; Dr. George Gallup, Opinion Research Corp., on newly-developed techniques which measure actual sales impact of both broadcast and print media; John Breen, Raymond Loewy Assoc., on product design, packaging and display; Barry Ryan, board chairman, Ruthrauff & Ryan, presentation on what appeals must be built into effective ad.

Luncheon Friday to feature talks by William Randolph Hearst Jr., INS' Kingsbury Smith and Frank Conniff, Mr. Hearst's editorial advisor, on significance of Kremlin shakeup.

## RCA Declares Dividend

RCA quarterly dividend of 25 cents per share on common stock, payable April 25 to holders of record March 15, announced Friday by Brig. Gen. David Sarnoff, board chairman. Dividend of 87½ cents per share declared on first preferred stock for April 1 to June 30, payable July 1 to holders of record at close of business June 13.

### MACBETH FOR SCHOOLS

TWO-HOUR tv presentation of Shakespeare's "Macbeth" with Maurice Evans, telecast Nov. 28, 1954, on NBC-TV, being made available on 16mm prints free of charge to nation's high schools and colleges, according to Hallmark Cards, Kansas City, program sponsor. Distribution will be handled through Association Films, which maintains regional libraries in Ridgefield (N. J.), Chicago, Dallas and San Francisco.

## FCC Admits It's Considering Revisions to Allocations Plan

THERE were indications last week that "keystone" of FCC's 1952 Sixth Report & Order—minimum mileage separations between co-channel and adjacent channel tv stations—might be ripped up by Commission.

Disclosure came in letter from FCC to Senate Commerce Committee which is being made part of hearing record on McConnaughey nomination. Letter was precipitated by Sen. Clifford Case (R-N. J.), who wanted to know what FCC chairman thinks of assigning low-power vhf channels to uhf outlets in "states like New Jersey and Connecticut" which are "virtually blanketed" by New York and ("in our case") Philadelphia stations. WRTV (TV) Asbury Park, N. J. (ch. 58), has asked FCC to assign it low-power vhf [B•T, Jan. 17].

FCC reply said, "Conditions change, of course, and it may well be that the circumstances are now such that present minimum mileage separations should be reconsidered as well as other criteria," adding that there is "some evidence we should take another look at the overall engineering data accumulated since the April 1952 decision."

Study would take "considerable time and unfortunately would not be of immediate assistance to uhf broadcasters," FCC said, after explaining it "may be necessary to proceed on an overall basis rather than case-to-case."

FCC said in past six months it has received four petitions (two from New Jersey) asking reduction of vhf mileage separations. Commission added that both New Jersey stations have made showings that their proposals would cause "negligible interference to the other stations. Our engineers disagree . . . because of certain assumptions employed." FCC added its belief that "stations concerned would also question" assumptions, and that "oppositions based on engineering factors have been filed by other stations on the same or adjacent channels."

FCC has issued notice of proposed rulemaking to allow 100 w tv stations, not specifying uhf or vhf, in communities with populations less than 50,000 with April 1 deadline for comments [story page 78].

## W. Va. Tv Sale Filed

FORMAL bid for sale of ch. 15 WTAP (TV) Parkersburg, W. Va., by Howard Chernoff and associates for $124,600 to Zanesville Pub. Co., operator WHIZ-AM-TV Zanesville, Ohio, filed with FCC Friday [B•T, Jan. 31]. Zanesville Pub. is headed by Clay Littick.

## • BUSINESS BRIEFLY

**MURROW FOR OLDS** • Oldsmobile Dealers, through D. P. Williams & Sons, L. A., will pick up sponsorship of *Edward R. Murrow and the News* on 28 Columbia Pacific CBS Radio stations effective March 14. Meanwhile, Ford Motor Co. dropped its sponsorship of news program on 121 stations but Amoco continues to underwrite on 85 eastern stations. Network expects shortly to sell gap left by Ford.

**BROMO-SELTZER RADIO** • Emerson Drug Co., N. Y. (Bromo-Seltzer), buying radio spot campaign in about 12 scattered markets for 39 weeks in addition to continued sponsorship of its half-hour syndicated film show. Film currently is *Janet Dean, Registered Nurse,* but client is in process of changing programs. Lennen & Newell, N. Y., is agency.

**PUREX IN 100 MARKETS** • Purex Corp., South Gate, Calif., placing radio-tv spot campaign, effective March 21, in about 100 markets. Contract is for 13 weeks, through McCann-Erickson, N. Y.

**BEECH-NUT RADIO-TV** • Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), on April 1 launches television-radio spot announcement campaign using 19 tv markets and two radio areas. Kenyon & Eckhardt, N. Y., is agency.

**LEVER EXTENSION** • Lever Brothers, N. Y., which had canceled its sponsorship of *Aunt Jenny,* five quarter-hours weekly on CBS Radio, effective March 11, has taken one-week extension on program to reconsider possibilities of retaining it on network. Program has been on air without interruption for past 18 years. Foote, Cone & Belding, N. Y., is agency.

## Shulton Plans Radio-Tv Spots and Film Program

SHULTON INC., after testing tv in national spot campaign, is starting sponsorship of *Paris Precinct*—half-hour film produced in Paris under direction of Andre Hakim, released by Motion Pictures for Tv and distributed by UM&M Inc.—on number of stations, starting in April and continuing through Christmas.

Additionally, Shulton will maintain heavy spot campaign in both radio and tv. Campaign is believed to be largest program spot tv schedule in toiletries industry, according to George L. Schultz, president of Shulton. Wesley Assoc., New York, is agency.

## Grant Names E. R. Grace

APPOINTMENT of Edward R. Grace, vice president of Detroit office, Grant Adv., as chairman of Grant's committee for overall agency development, announced Friday by Will C. Grant, agency president. Mr. Grace will continue to headquarter in Detroit, directing group on improved methods of gathering and correlating market data and other phases of mass selling in U. S. and abroad. Mr. Grace co-operated WWJ Detroit with his first partner, late William F. Holliday, and is credited with introducing Transitone, first auto radio set in country.

# We Don't Like Competitive Ads

But every now and then the boss insists that we do one. After all, he says, if your merchandise is judged better (by impartial experts), why be bashful? That always stumps us. So we do a competitive ad. As painlessly as possible.

Now let's get into this Seattle rating picture. KING-TV is so far out in front that it's embarrassing. Sort of feel like Roger Bannister lapping one of his opponents. Morning, afternoon, and night, our program boys outrun the field. By a healthy margin...on three rating services, yet.

So that's the way it is. If you want a cinch winner in Seattle, it's KING-TV. A sure thing. And who wants to put his advertising dollars on a long shot these days?

*Channel 5—ABC*
*100,000 Watts*
*Ask your BLAIR TV Man*

**FIRST IN SEATTLE**

**KING-TV**

# at deadline

## Winchell Stock Market Tip Brings Senate Repercussions

STOCK market tip broadcast by Walter Winchell on his ABC-TV program of Jan. 9 produced greatest flood of orders in stock exchange history, Edward T. McCormick, president, American Stock Exchange, told Senate Banking Committee Friday. Only prompt action by exchange and Securities & Exchange Commission officials prevented Winchell-inspired stock buyers from losing $8 per share, he said.

Testifying in committee's inquiry into this year's stock market boom, Mr. McCormick said that orders for 357,000 shares of Pantepec Oil—largest transaction in any single stock on any exchange—poured in morning after Winchell's telecast tip that this was good buy and stock would have opened at 15 if trading in it had not been held back from 10 a.m. to 12:15 p.m. while brokers were instructed to tell their customers Pantepec's opening price would be abnormally high. Even so, he said, it opened at 8⅞ ($8.87½ per share), up 2⅛ from its closing price previous Friday.

Day before his testimony (Thursday, March 3), Pantepec closed at 7, Mr. McCormick testified, $8 a share below price it would have opened Jan. 10 if opening had not been delayed. Pantepec sales had averaged 20,000 shares a week until week before telecast tip when they rose to 170,000 shares, he said. He provided committee with list of that week's traders (names not made public) but denied knowledge of whether Winchell had followed his own tip, indicating that commentator's name was not on list.

Mr. Winchell said accuracy of his report hasn't been challenged, but actually confirmed by newspapers; that he has no apology to offer for his "vast circulation"; that he buys government bonds exclusively.

Asked by Sen. William J. Fulbright (D-Ark.), committee chairman, if investors who followed a Winchell tip on Amurex Oil in April 1953 had not lost about $2 million in little more than an hour, Mr. McCormick agreed, testifying that Amurex stock had risen after tip, but dropped sharply when Amurex officials denied developments Winchell had given as basis for his tip.

However, when Sen. Frederick G. Payne (R-Me.) asked about "irresponsible tipsters," Mr. McCormick replied he knew of no instance in which he could say there had been misstatement of facts.

Questioned whether committee will call Winchell to testify, Sen. Fulbright answered with another question, "Why should we?" but later indicated Winchell might be called.

## Services Held for Clark

FUNERAL services were to be held Saturday afternoon in Stamford, Conn., for Bonnell Clark, 71, retired vice president of Westinghouse Electric Corp., who died Thursday. Mr. Clark joined Westinghouse Electric Supply Co. in 1925 and rose to presidency of firm in 1937. He was elected vice president of Westinghouse Electric Corp. in 1941 and served in that capacity until retirement in 1949. Surviving are his wife, three daughters and five grandchildren.

### TAX TRAINING

KINESCOPE of March 13 *College Press Conference* (ABC-TV, Sun., 4:30-5 p.m. EST) featuring U. S. Internal Revenue Commissioner T. Coleman Andrews in discussion of income tax questions will be sent by Internal Revenue Bureau to 64 district offices. Offices will use them for own personnel, as public service showings on local tv stations and for general instruction purposes for people in area.

## Convention Exhibitors Inspect Hotel Facilities

GROUP of NARTB associate members met Friday at Shoreham Hotel, Washington, to inspect facilities for annual equipment exhibits at May 22-25 convention. Heavy equipment will be displayed in Shoreham garage, connected by passageway with main auditorium where meetings will be held, and not far from hall where Engineering Conference will meet. West wing of first floor, above lobby, and entire second floor running length of hotel will be used for lighter exhibits. NARTB has 130 rooms booked for light exhibits.

Association will send out letters late next week with complete instructions and floor plans. Public relations exhibit and some entertainment quarters will be placed in Sheraton-Park Hotel, two blocks from Shoreham. Shuttle bus service will operate between hotels during convention. In charge of equipment exhibits are NARTB Secretary-Treasurer C. E. Arney Jr. and Barry Freer, assistant exhibits manager.

Engineering Conference Committee of NARTB will meet March 11 in New York to consider plans for engineering phase of convention. Chairman is Ross Beville, WWDC Washington.

## Mississippi Tv Split

SPLIT of WFOR and WHSY Hattiesburg, Miss., interests from long-pending application for new tv outlet on ch. 9 there disclosed Friday in new bid for ch. 9 filed by Dave A. Matison Jr. and associates, doing business as Lion Tv Co. Mr. Matison and Charles W. Holt, co-owners of WHSY, have withdrawn from ch. 9 applicant Hattiesburg Tv Co. FCC designated latter for hearing because of common tie with WFOR and WHSY. Mr. Holt is not in Lion Tv. Remaining in Hattiesburg Tv are Charles Wright and son, WFOR owners.

## Clifford Heads Kagran

J. M. CLIFFORD, NBC administrative vice president, elected Friday as president of Kagran Corp., recently acquired by NBC. He will direct Kagran operations in addition to other duties. Edward L. Justin of Kagran will be placed in near future in principal operating position with firm. Mitchell M. Benson, who reports to Mr. Clifford, will continue to supervise exploitation of NBC properties other than those owned by Kagran including Howdy Doody.

## PEOPLE

**ROBERT S. CONYBEARE** appointed general sales manager, A. G. Spalding & Bros., N. Y. He formerly was assistant general sales manager, Dr. Pepper Co., Dallas.

**JOSEPH WEISENBERG,** account executive, WABC New York, appointed acting sales manager. **RICHARD N. JACOBSON,** WCHL Chapel Hill, N. C.; **E. F. ENGLAND,** KVVC Ventura, Calif., and **LORIN E. MILNER,** WCAP Asbury Park, N. J., to WABC as account executives.

**HENRY LUCAS,** local sales manager, WLOK-AM-TV Lima, Ohio, formerly with WJMO Cleveland and WING Dayton, named account executive at WCUE Akron.

**GEORGE HERRO,** manager of presentations, MBS Midwest Div., appointed account executive. **ELIZABETH TROUGHTON** succeeds him on public relations duties.

**WALLY PARKER,** formerly with WIP Philadelphia and Voice of America, joins announcing staff, WAAT-WATV (TV) Newark, N. J.

## WTVW (TV) Milwaukee Sale To Hearst Corp. Approved

FCC Friday announced approval of $2 million sale of ch. 12 WTVW (TV) Milwaukee to Hearst Corp., which owns *Milwaukee Sentinel*-WISN there. Comrs. Frieda B. Hennock and Robert T. Bartley dissented.

Approval was conditioned on outcome of Gran Enterprises Co. appeal now in U. S. Court of Appeals in Washington. L. F. Gran, owner of Gran Enterprises, is 38.5% stockholder in WTVW, was its chairman until mid-January. Mr. Gran protested against sale of station and when overruled by other stockholders filed application himself for ch. 12 facilities. Commission refused to accept filing and court refused stay order [B•T, Feb. 28].

Comr. Hennock claimed sale of station raised questions concerning network affiliations and mass media control. She said sale precluded Commission from evaluating effect of Hearst entry into tv in Milwaukee. Comr. Bartley said he thought hearing should be held to determine impact on strike applicants and whether pay-offs are involved.

WTVW, which went on air last November, resulted from merger of four competing applicants, who hold options for varying amounts of stock. They are WEMP and WFOX Milwaukee, Kolero Telecasting Inc. and Milwaukee Area Telecasting Co. Last is present grantee of station.

Hearst also owns WBAL-AM-TV Baltimore *(Baltimore News-Post)* and, through associated company, WCAE Pittsburgh *(Pittsburgh Sun-Telegraph)*. Pittsburgh station is applicant for ch. 4 there. Hearst also owns newspapers in other major U. S. cities.

Purchase price for WTVW is actually $900,000 plus assumption of about $1.1 million in contracts for completion of power boost to 251 kw and construction of 1,070-ft. tower. When Hearst agreed to buy WTVW, it withdrew application for ch. 6 in Whitefish Bay (Milwaukee suburb), leaving WMIL Milwaukee and non-broadcaster Independent Television Inc. in contest for that channel. Indications are that merger there might ensue.

Determination to provide utmost in public service and entertainment for Milwaukee expressed Friday by Charles B. McCabe, chairman, Hearst radio-tv division. D. L. Provost, radio-tv vice president and general manager, will have operational responsibility for Milwaukee station.

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*Reg. U. S. Patent Office

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# KTLA CHANNEL 5

## THE FIRST TELEVISION STATION IN LOS ANGELES IS STILL YOUR BEST BUY IN SOUTHERN CALIFORNIA*

* Based upon the February 1955 **ARB** report for Los Angeles showing the average evening ratings for all stations. The cost per thousand homes was calculated for thirteen twenty-second spots on each station using the Class A spot rates given in **Television Rates and Data** for February 1955. These calculations clearly show KTLA to have the lowest cost per thousand.

**STRONG** KTLA, on Channel 5, with its new 50 kilowatts of power, guarantees a signal that will carry your message the **greatest distance** into the great Southern California television market.

**CLEAR** KTLA delivers a bright clear picture to every set as the result of KTLA's top engineering team which has **set the standard** for Southern California since the early days, and has continued to improve year after year.

**COLOR** KTLA originated the first local color programs and is the only station **equipped to give full color** local production to the great Southern California television audience.

**PROGRAMS** KTLA maintains its policy of top local live programs because they have that **extra sales power** which can only come through the personal appeal of living television personalities.

KTLA Covers Southern California

## KTLA IS YOUR BEST BUY IN SOUTHERN CALIFORNIA

Represented Nationally by PAUL H. RAYMER COMPANY

# HEY! ALL YOUR
# LOOKING FORA

## *How'd you like a 6.8 in the afternoo..*

## Get it with good old..

**Tello-test** is America's oldest and most successful quiz. National advertisers and agencies are familiar with this sure-shot show and pile in with a steady flow of spot business

**Satisfied, long-term TELLO-TEST users include:**

The Don Lee Network
WGN, Chicago
WJW, Cleveland
KSTP, Minneapolis
KDKA, Pittsburgh
WNAC, Boston
WEBR, Buffalo
WIBW, Indianapolis
WMPS, Memphis
WIP, Philadelphia
WITH, Baltimore
WSYR, Syracuse

and many, many more.

# URADIO GUYS
# RA RATING!

## ...an 8.3 in the evening?

## TELLO-TEST

**On twice a day, five days a week, on WHAM, Rochester —in the early afternoon and the early evening. Look at these Pulse figures October-November, 1954.**

**TELLO-TEST at 1:10 p.m.**

**6.8**

29% of the audience and it's against "Ma Perkins"

**TELLO-TEST at 6:30 p.m.**

**8.3**

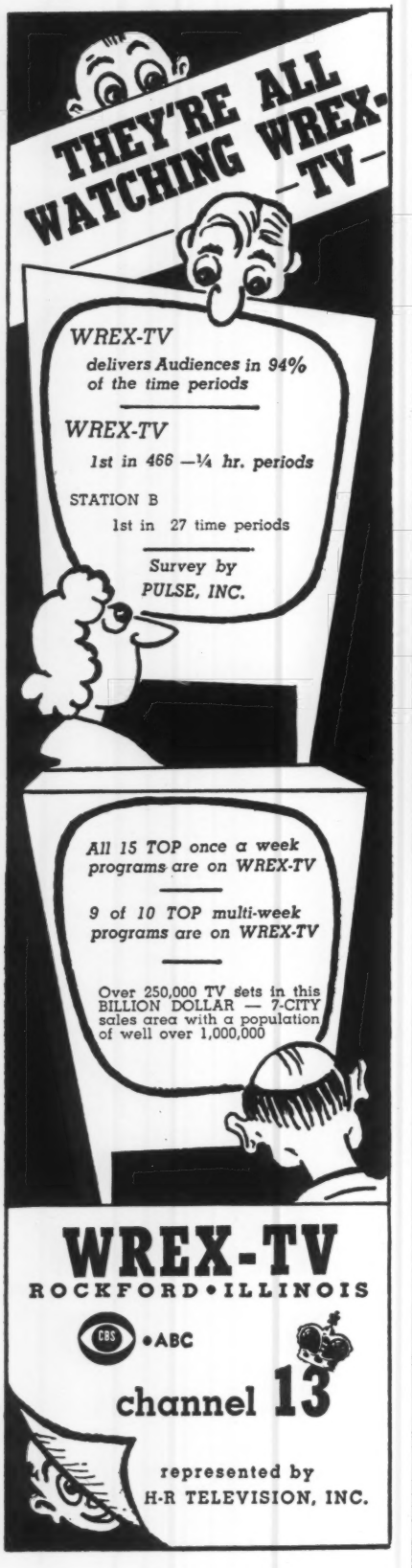
(37% of the audience—second show CBS News, has 3.2)

We can furnish the show (in major markets, we can also furnish all necessary awards for the jackpot) for a low, low price. Want details?

**RADIO FEATURES, INC.**

*WALTER SCHWIMMER, President*

75 E. Wacker Drive, Chicago 1, Ill. • FRanklin 2-4392


THEY'RE ALL WATCHING WREX-TV
WREX-TV
delivers Audiences in 94% of the time periods
WREX-TV
1st in 466 —¼ hr. periods
STATION B
1st in 27 time periods
Survey by PULSE, INC.
All 15 TOP once a week programs are on WREX-TV
9 of 10 TOP multi-week programs are on WREX-TV
Over 250,000 TV sets in this BILLION DOLLAR — 7-CITY sales area with a population of well over 1,000,000
WREX-TV
ROCKFORD • ILLINOIS
CBS • ABC
channel 13
represented by H-R TELEVISION, INC.

## IN REVIEW

### KRAFT MUSIC HALL

TWENTY-SEVEN years ago a fresh young saxophonist, dance band leader and singer, with a new style called "crooning," made his radio debut as star and host of an hour-long variety radio program on NBC. For the next decade that program, *The Chase & Sanborn Hour*, was the hottest thing on the air—a show which introduced to the listening public many artists who went on to become radio stars in their own right—Edgar Bergen is a good example.

A week ago yesterday (Sunday, Feb. 27) that same saxophonist and singer, a little older and no longer leading a band (the pace of one-night stands is too tough, he explained), returned to radio—CBS, this time—as star and host of an hour-long program series, on which he also acts as disc m.c. (as what radio name doesn't, these days?).

The new *Kraft Music Hall* is as far a cry from the usual disc m.c. show as it is from the radio spectaculars he presented 20 years back. First, his records were picked for a different purpose than repeating those most-played

RUDY VALLEE

on the air at the moment. There was a judicious mixture of old discs and new, and an appeal to varied tastes.

Next, the guests at Mr. Vallee's Sunday evening musicale in his New York apartment were interesting people in their own right: two actresses, Julie Andrews, the English star of the English musical, "The Boy Friend," and Gwen Verdon of "Can-Can," soon to star in "Damyankee"; and two males, Eddie Condon, defender and perpetuator of Dixieland jazz, and Steve Allen of NBC-TV's *Tonight*.

Playing recordings of Miss Andrews and Messrs. Allen and Condon, as well as an old one of the host's—the memorable one of "Tavern in the Town" in which he breaks up in helpless laughter—was perhaps overdoing it a bit, but the fact remains that they were all good records, well worth hearing.

On the critical side, it must be reported that the guests acted too much like guests anywhere, perfectly content to limit their conversation to polite nothings and to leave the burden of keeping things moving pretty much up to their host. Only in the final minutes of the show did they get into the spirit of things and by then it was too late. A pre-airtime warm-up period might help future programs get started sooner. Also best forgotten—and best omitted from future shows—was Rudy's saxophone solo, a performance that was old fashioned with no saving touch of nostalgia.

All in all, the *Kraft Music Hall* may be summed up as promising. The idea is good and with the stiffness of the first program behind him, the star's performance—and that of his guests—can easily live up to it and provide a better-than-average hour of listening.

*Production costs: Approximately $5,000*
*Sponsored by Kraft Food Co. through J. Walter Thompson Co., on CBS Radio, Sun., 9-10 p.m. EST.*
*Starring Rudy Vallee with guests (Steve Allen, Julie Andrews, Eddie Condon, Gwen Verdon on the first program, Feb. 27) and records.*
*Producer-director: Paul Lammers.*
*Writer: Gordon Cotler.*
*Announcer: Charles Stark.*

### CAPTAIN GALLANT

FOR an alumnus of the Saturday matinee shoot-'em-up western serial clan, NBC-TV's weekly *Captain Gallant of the Foreign Legion* affords a nostalgic half-hour.

But time marches inexorably on, and there are a few changes, although minor, in the format. In this series, the cowboy "good guys" are now legionnaires, as knuckle-headed and adept at falling victim to the wiles of assorted villians as any jut-jawed lad in a 10-gallon Stetson. As for the counterpart of the traditional Indians, in these days of tense native nationalism the "bad guys" are unidentifiable Europeans, rather than Arabs (since the locale is in North Africa).

This program, which stars a former "Tarzan," Larry (Buster) Crabbe, and features his real-life son Cullen (my, time does fly!), is definitely aimed at a juvenile audience and the older folks around the house must view it, if at all, by sufferance. To the aforementioned graduates of the western matinee group, the most interesting thing the show has to offer are shots of genuine legionnaires.

Humor, supplied mainly by veteran Hollywoodian Fuzzy Knight, is as rudimentary as the writing level in general. Production, direction and other credits are adequate.

*Production costs: Estimated $20,000.*
*Network: NBC-TV, Sun., 5:30-6 p.m. EST.*
*Sponsor: H. J. Heinz Co. through Maxon Inc., N. Y.*
*Executive Producer: Gilbert A. Ralston; producer: Frantel Inc.; distributor: Television Programs of America.*
*Directors: Sam Newfield, Jean Yarbrough, Marcel Cravenne, Pierre Schwab; writers: William N. Robson, Gene Levitt, Jack Andrews.*
*Permanent cast: Larry (Buster) Crabbe, Cullen Crabbe, Fuzzy Knight, Gilles Queant, Daniel Lecourtois.*

★ ★ ★

### BOOKS

THE RADIO AMATEUR'S HANDBOOK (32d edition, 1955) by headquarters staff of American Radio Relay League, West Hartford 7, Conn. 768 pp., $3 in U. S., $3.50 in U. S. possessions and Canada and $4 elsewhere.

NEWEST edition of the ARRL *Handbook* features five chapters on basic radio theory, three chapters on history and amateur operating practices, three of basic experimental data and 15 on advanced theory, together with practical construction details. This includes transmitters, receivers, transmission lines, antennas, power supplies, single-sideband, fm, am, keying and microwave techniques. Revisions have been made in vacuum tube tables and base diagrams plus chapters on vhf and other developments.

Give your $ALE$ that 1-2 punch!

Channel 12

KLOR

(VHF)

NEW in Portland, Oregon

MARCH 9, 1955... a power-packed date in television! On this second Wednesday in March, CHANNEL 12—KLOR starts full-scale commercial operation with the most exciting television entertainment yet! Channel 12 VHF, will bring to every TV owner in Oregon and Southwestern Washington such talked-about shows as Disneyland, U. S. Steel, Danny Thomas, Stop the Music, etc., and top-flight local programs. Portland owned and operated, KLOR is the SHOW station viewers have been waiting for... the SALES station advertisers are seeking. Get a line today on the biggest show-sales line-up in the Pacific Northwest!

BC TELEVISION NETWORK

OP ATING WITH A FULL 238,000 WATTS

246,000 TV SETS IN USE

for availabilities call...

GEORGE P. HOLLINGBERY CO.

Chicago New York Los Angeles

Atlanta San Francisco

CHANNEL 12 KLOR

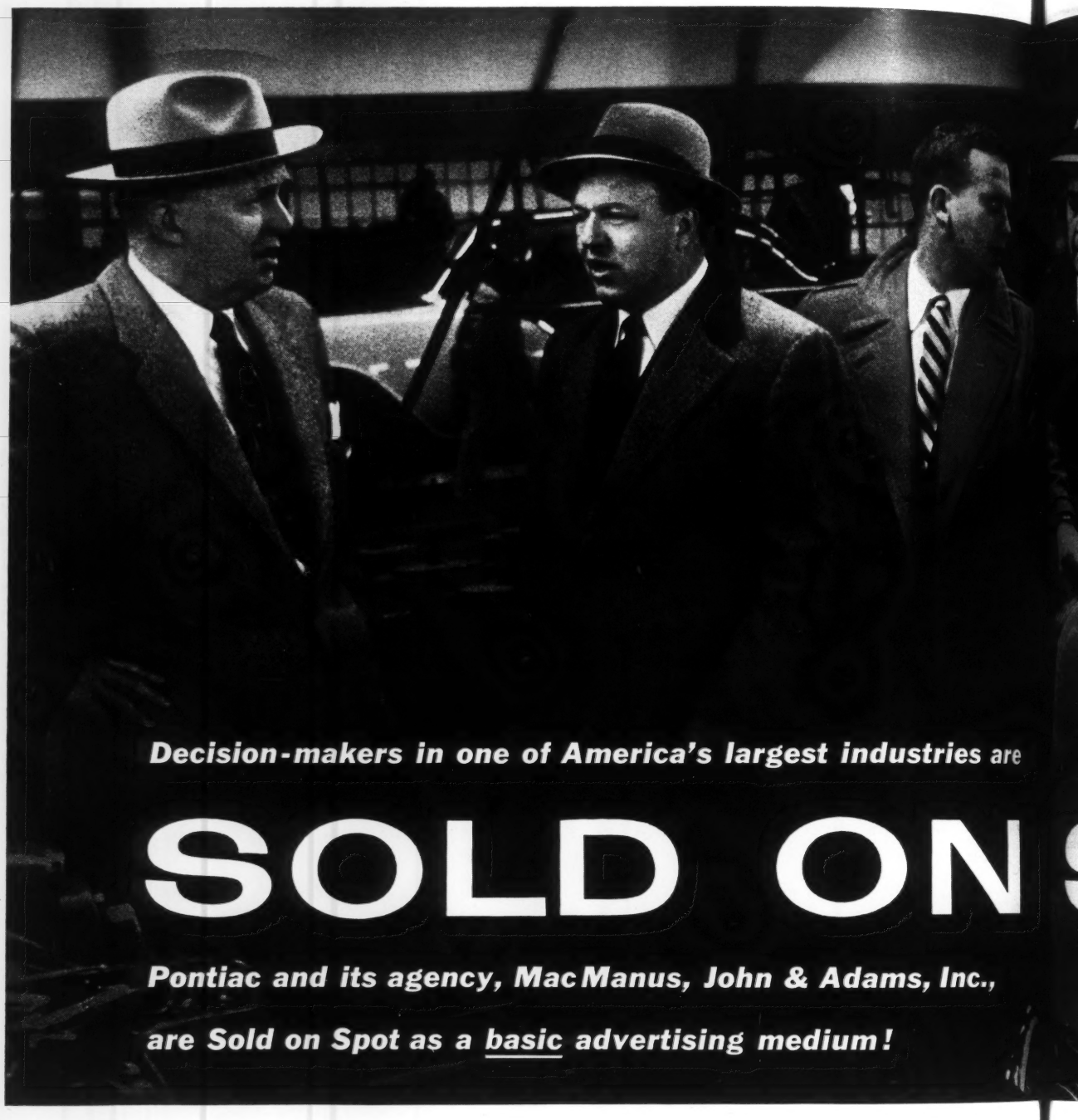
OREGON TELEVISION, INC.

915 N. E. Davis Street

Portland 14, Oregon

Fillmore 9721

S. JOHN SCHILE, *Gen. Mgr.* • HENRY A. WHITE, *Pres.*


Decision-makers in one of America's largest industries are
SOLD ON
Pontiac and its agency, MacManus, John & Adams, Inc.,
are Sold on Spot as a basic advertising medium!

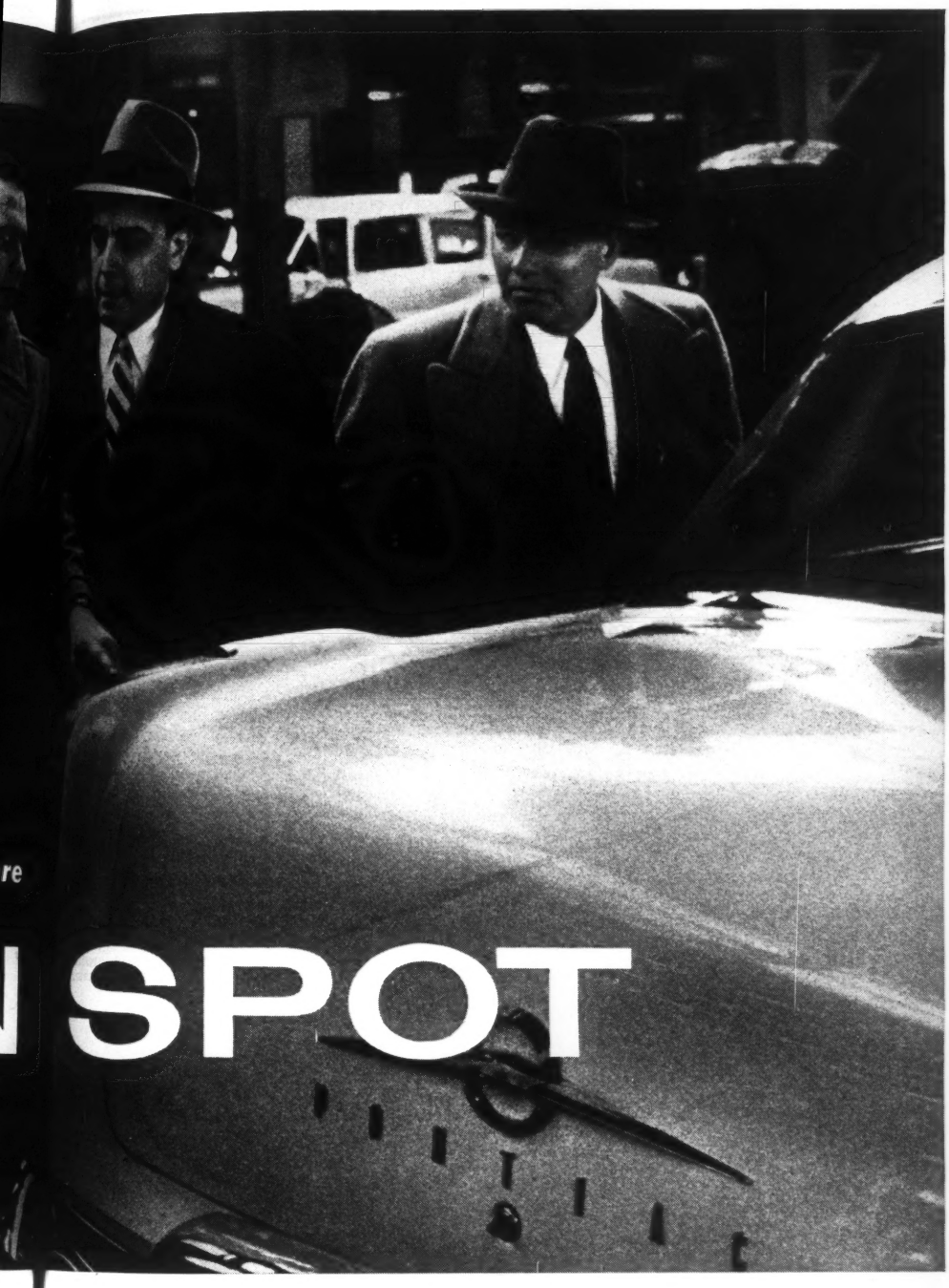
Today, with a good product backed by vigorous advertising, Pontiac is one of America's fastest selling cars . . . and a substantial portion of Pontiac's advertising budget goes into Spot Radio and Spot Television!

If yours is a highly competitive product—like automobiles—Spot should be one of your basic selling tools, too. Here's what a Spot schedule does for Pontiac:

**SPOT** is co-ordinated with other media in the introduction of new models with concentrated short-term saturation campaigns.

**SPOT** is frequently used in specific markets where additional sales impact is needed.

**SPOT** is often used for special promotion throughout the year.




**Left to Right:**

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*Advertising Manager,*
*Pontiac Motor Division,*
*General Motors Corp.*

**PAUL FOLEY**
*Account Executive,*
*MacManus, John & Adams, Inc.*

**CHARLES CAMPBELL**
*Radio & TV Media Director,*
*Detroit Office,*
*MacManus, John & Adams, Inc.*

**PAUL MENSING**
*Central Division Sales Manager,*
*Radio, NBC Spot Sales*

**ALLAN KERR**
*Detroit Sales Manager,*
*Television, NBC Spot Sales*

*Candid photo by Eliott Erwitt.*
*Taken at Pontiac main assembly plant, Pontiac, Mich.*

**Stations Represented by NBC Spot Sales:**

## RADIO

| | |
|---|---|
| WTAM | *Cleveland* |
| WAVE | *Louisville* |
| KGU | *Honolulu, Hawaii* |
| WRCA | *New York* |
| WMAQ | *Chicago* |
| KNBC | *San Francisco* |
| KSD | *St. Louis* |
| WRC | *Washington, D. C.* |

*and the*
NBC Western Radio Network

## TELEVISION

| | |
|---|---|
| WAVE-TV | *Louisville* |
| WRGB | *Schenectady-Albany-Troy* |
| KONA-TV | *Honolulu, Hawaii* |
| WRCA-TV | *New York* |
| WNBQ | *Chicago* |
| KRCA | *Los Angeles* |
| KSD-TV | *St. Louis* |
| WRC-TV | *Washington, D. C.* |
| WNBK | *Cleveland* |
| KPTV | *Portland, Ore.* |

Spot, with its complete flexibility, its bed-rock economy and its hard-hitting sales impact, plays an important role in Pontiac's yearly advertising plan. These advantages can help boost your sales, too.

Ask your advertising agency or an NBC Spot Salesman to show you how Spot can fit into your advertising plans...and how the stations represented by NBC Spot Sales can sell for you in eleven major markets, accounting for 45% of the nation's retail sales.

Decision-makers are Sold on Spot because their customers are Sold on Spot . . .

*and some spots are better than others!*

**NBC SPOT SALES**

*30 Rockefeller Plaza, New York 20, N. Y.*
*Chicago Detroit Cleveland Washington*
*San Francisco Los Angeles Charlotte**
*Atlanta* Dallas* *Bomar Lowrance Associates*

there's something about a local show—

something that holds the attention of a West Texas audience.

The star is your salesman, and his local prestige is added to your product at no extra cost.

Many a success story has originated on this basis on the following programs open for participation.

| | |
|---|---|
| Movie (General) | 9:30-11:00 AM M. thru Thurs. |
| Home Hints (Women) | 8:45-9:00 AM M. thru F. |
| Shopping Bag (Women) | 1:00-1:45 PM M. thru F. |
| Recipe Roundup (Women) | 2:00-2:45 PM M. thru F. |
| Ken's Korner (General) | 2:35-3:00 PM Tues., Thurs. |
| Children's Theatre (Children) | 4:00-6:00 PM M. thru F. |
| Community Crossroads (General) | 6:00-6:30 PM M. thru F. |
| Movies (General) | 10:30-11:30 PM Tues. & Wed. 10:15-11:15 Sun. |
| Wrestling | 10:15-11:15 PM Sat. |

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

## OPEN MIKE

### Facts of Life for Stations

EDITOR:

Admittedly radio has changed in many ways since the halcyon days of the mid-1940s, but that it was so radical a change was never before brought home to me until today.

The mail brings many requests to the president of a radio station among which, in the normal course of events, are requests by politicians, especially in Washington, for airing of their "weekly reports" or "letters." That's good and fine but when the station is asked, as we were asked today by a group representing Sen. Paul Douglas (D-Ill.), to pay *them* for the broadcasts, it certainly shows someone is not aware of the facts of life facing small business these days of high wages and high taxes.

*John W. Lewis, Pres.-Treas.*
*WIBV Belleville, Ill.*

**[EDITOR'S NOTE: B•T asked Sen. Douglas to comment on Mr. Lewis' letter and received the following reply.]**

### . . . and for Senators

EDITOR:

I believe it is a duty of elected representatives to report back to their constituents periodically on issues before Congress. Democracy functions best when citizens are well-informed . . .

I have also appreciated the cooperation given by a number of radio and television stations in carrying such reports. They have enabled both Sen. Dirksen [R-Ill.] and me to reach more persons than I could hope to reach with my limited time and resources.

They have scheduled us on the air as a public service and customarily paid for the cost of producing the films and tapes, which in the case of radio programs runs about $2.50 per 6½-minute tape. Although it takes considerable work, I agreed to renew these weekly reports this session on the urging of my colleague and of WGN whose owners are obviously not political backers of mine.

I regret that Mr. Lewis of WIBV found the offer of this program at cost extraordinary or burdensome. But he is quite within his rights to decline the program as some other stations have done.

*Paul H. Douglas*
*United States Senate*

### Ad Alley Eyes Capitol Hill

EDITOR:

Many thanks for your prompt action in sending us [reprints of] the Plotkin Report [B•T, Feb. 7].

We would appreciate it very much if you would send us 20 copies of the Jones Report, which appeared in the Feb. 21 issue of B•T.

Thanks again.

*Thomas J. Glynn*
*J. Walter Thompson Co.*
*New York*

### Bears Like Radio

EDITOR:

Much has been said pro and con regarding the broadcasting of minor league baseball. Some baseball officials feel that radio play-by-play hurts attendance.

Here in the progressive city of Waycross folks don't subscribe to that theory. Instead, they feel that such broadcasts will help stimulate interest in their beloved Bears and, in turn, bring new customers to the ball park. A recent vote showed this thinking to be unanimous among the Bears' board of directors. WACL will substantiate their belief in the power of radio by broadcasting the entire 140-game Waycross schedule in the Georgia-Florida league this season.

*Fritz Van, Sports Director*
*WACL Waycross, Ga.*

### Actuality vs. Hopes

EDITOR:

In the interest of reportorial accuracy, a story on page 89 of B•T, Feb. 21, calls for question. It's the tall tower story triggered by the application of WHAS-TV for a 2,003-foot job. The story appears to read that WLWA (TV) in Atlanta has a 1,326-foot tower, and we just can't find it on the horizon anywhere.

As a pioneer in the high tower business (1,062 feet in 1950), the WSB-TV tower claimed a world record altitude for quite a while and still claims to be the high job in Atlanta. Could this story have confused actuality with hopes?

*John M. Outler Jr.*
*General Manager*
*WSB-AM-TV Atlanta*

**[EDITOR'S NOTE: Mr. Outler is right. B•T's report did confuse actuality—WLWA's present 598-foot tower—with the station's hopes to secure CAA clearance for the 1,326-foot tower for which it has an FCC permit.]**

### Glad to Help

EDITOR:

Do you have any printed brochures, pamphlets or leaflets in your files which would be of value to us in regard to the phrase, "No one's listening to radio any more; they are all watching tv."

This statement has been put to us many times . . .

*Connie Forster*
*Station Manager*
*WAPL Appleton, Wis.*

**[EDITOR'S NOTE: B•T sent to WAPL tear sheets of four articles: "What Ward Survey Will Do for Radio" [B•T, Oct. 4, 1954], "The Lesson of Videotown" [B•T, Oct. 11, 1954], "Market Research Means People, Too" [B•T, Dec. 6, 1954], "BBDO, Networks Sweep Out Cobwebs on Radio's Status" [B•T, Dec. 6, 1954].**

### Growing Claims

EDITOR:

The week of Feb. 28-March 6 promises to be a busy week for KXJB-TV Valley City, N. D. We will add to our line-up of local live shows enough more time to change our usual percentage figure of local programming from 29% to an all-time record of 46%.

KXJB-TV is on the air 87.5 hours a week. During this big week we will originate 40.3 hours of telecasting from our studios in Valley City and Fargo and through our remote on-the-spot planned coverage . . . including basketball, music, farm education, barn dance, cooking show, news, sports, audience participation shows . . .

We of KXJB-TV feel that programming such as this for a station that has been on the air only six months is out of the ordinary.

*C. O. Yates, Promotion Mgr.*
*KXJB-TV Valley City, N. D.*

### Station Maps

EDITOR:

We would like very much to have ten copies of your large wall maps of the United States, showing radio and television stations . . .

*Lawson Paynter*
*Business Manager*
*Tv and Radio Department*
*Campbell-Ewald Co., Detroit*

**[EDITOR'S NOTE: B•T produces separate station maps for radio and tv, available at $1 a copy, 5 copies for $4.50, 10 for $8.50, 25 for $20, 50 for $37.50 and 100 for $70.]**

# 97¢ BUYS 1000 HOMES IN CHATTANOOGA

WDEF TV channel 12

105,200 Watts

260 Time Rate
20 second or 1 minute
Average Class A Rating
TELEPULSE Dec. '54

121,100 Sets
(Primary A & B)
1953 Nielsen Plus
RETMA to Nov. 26, 1954
Carter M. Parham, President
Harold (Hap) Anderson, Manager

Interconnected NBC • CBS • ABC • DuMont

Represented By THE BRANHAM COMPANY

# GET
# the strongest possible signal...
# REACH
# maximum power of 316 kw

## NOW G.E. OFFERS 2 VHF POWER PACKAGES

For VHF TV channels 7 through 13 G.E., and G.E. alone, offers not one, but two ways, to reach the maximum allocated power—316 KW Effective Radiated Power. Additional power sells your station to more advertisers. To them, power denotes saturated coverage close-in and far out, better pictures, and a larger viewing audience. Which of the two ways is best for you? We think your engineering consultant can offer the best advice. But first, let's check the merits of each package...

**COMPLETE TELEVISION EQUIPMENT FOR VHF and UHF**
**for Black & White plus Color TV**

**TRANSMITTERS** powered from 100 watts to 100 kilowatts.

**ANTENNAS** to fit every gain and pattern requirement—helical and batwing types.

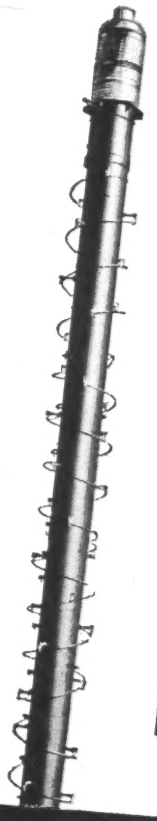
**STUDIO EQUIPMENT** for complete audio and video facilities.

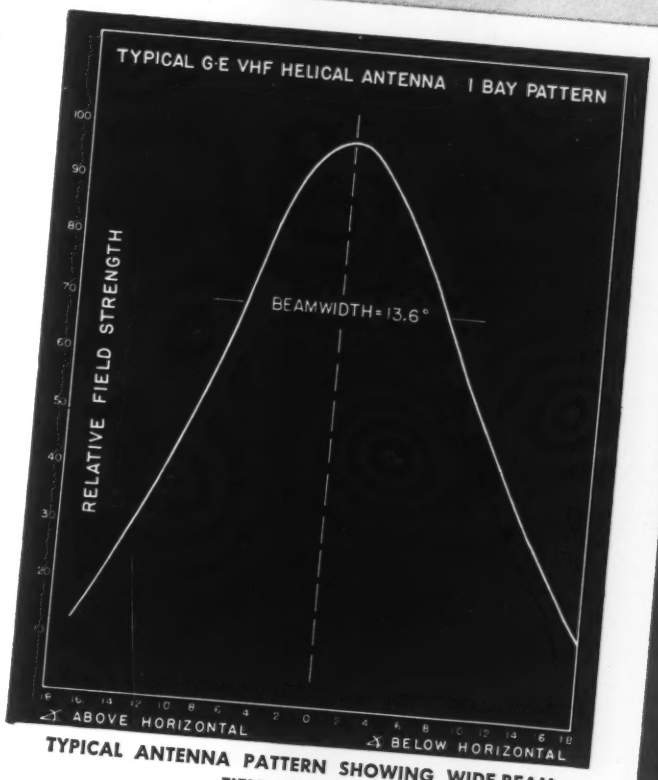
**PORTABLE EQUIPMENT** to handle all remote services.

# 1 HELIPOWER PACKAGE

**Use a 100-KW transmitter with the simple 1-bay helical antenna giving you a gain of 4.**

This package gets better TV coverage by combining a *high power* transmitter with a *moderate-gain* antenna. In big city locations it blankets the surrounding terrain with a powerful shadowless signal. In hilly or mountainous terrains this same combination fills in valleys most effectively. Consider the advantages of G.E.'s helical antenna. Simplified design. No complex feed system of transmission lines (there are only three feed points)! No diplexer. Distinctly capable of easily handling high power input. Designed to withstand severe wind loading...even winds up to 112 miles per hour!






**TYPICAL ANTENNA PATTERN SHOWING WIDE-BEAM FIELD STRENGTH**

∢ MEANS ANGLE

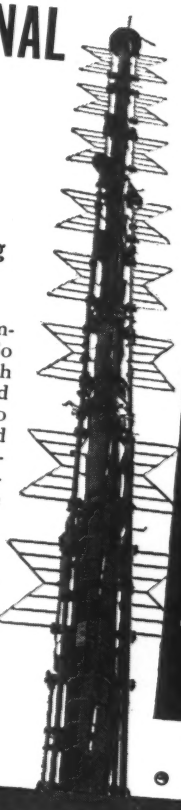
# 2 CONVENTIONAL POWER PACKAGE

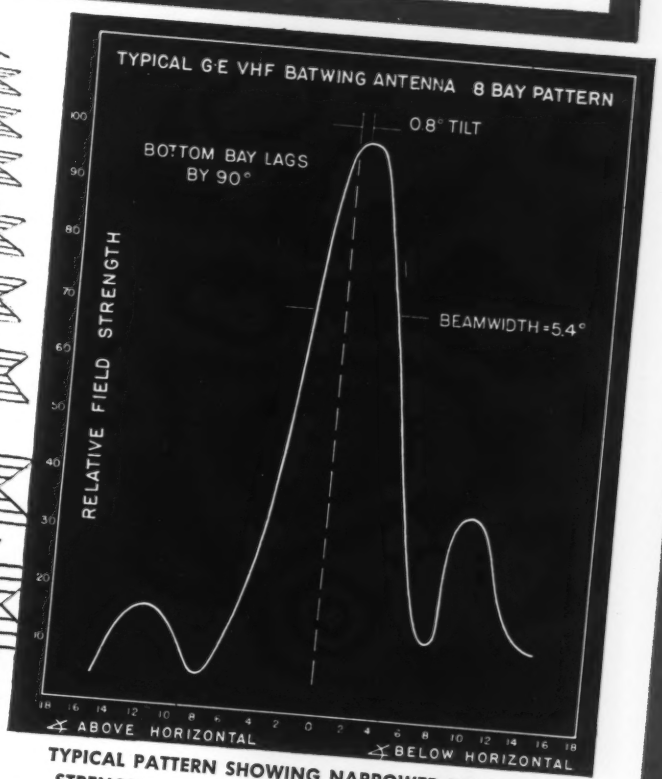
**Use a 50-KW transmitter with an 8-bay batwing antenna giving a 7.8 gain.**

The 50-KW amplifier in this transmitter combination can be driven with a 5-KW exciter. So you save on power costs year after year. Both antenna and transmitter are carefully checked and inspected at the factory. When it comes to installation, General Electric saves time and money with its simplified block-building transmitter design. The new amplifier units are designed for ready coordination with any suitable exciter unit regardless of make!

* * *

**Set an appointment with your engineers and outside consultant to appraise the value of G-E power for your station. Call the local G-E Broadcast Sales Representative for additional details. Or, write: General Electric Co., Broadcast Equipment, Section X235-7, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.**






**TYPICAL PATTERN SHOWING NARROWER BEAM FIELD STRENGTH, CONTOURED FOR CLOSE-IN COVERAGE**

*Progress Is Our Most Important Product*

GENERAL ELECTRIC

"If you're goin' to operate in a secondary market, then operate the best d—— secondary-market station there is."
That's what the fellow said, and that's just what we've been trying to do since back in 1927.
Not sure just how successful we've been, but a local fellow did say the other day "you know you're not just a radio station—you're an institution."
The duPont people presented us an award for our public service;
And then the Peabody folks cited our news department as outstanding;
And City College of New York put one of our educational shows second only to a big network production;
And now Bulova comes along and says we did the best TV promotion in the country in our market size. (We didn't do any more for them than we'd do for any other good customer.)
Call it fluff, window dressing, or what-have-you, but it must count, 'cause folks just keep right on tuning us in . . . Fact is, when we took a simultaneous radio and TV Pulse in November we found so many people staying home to look or listen we got to thinking the city might as well roll up the sidewalks and turn off the street lights at night—so few people venture out any more. (Maybe instead of an award, they'll knock something off our taxes for that public service.)
Main thing is, you want circulation—we got circulation . . .
Get together with Katz for radio or Avery-Knodel for TV, and award a d—— good secondary market a place on your station list.

Cobb

**SOUTHEASTERN BROADCASTING COMPANY**
**MACON, GA.**


# our respects

to HARRY MAIZLISH

IN 1936 Harry Maizlish, then national exploitation director for Warner Bros. theatres and exchanges, was called into Jack L. Warner's office and offered the general managership of KFWB Hollywood, a Warner Bros. station.

This month, KFWB starts its 30th year of broadcasting and Harry Maizlish, now station president, has long since established himself as one of Southern California's leading radio men.

He was born in Poland in 1902 and three years later his family emigrated to America and settled in Lynn, Mass. After attending Lynn public schools, young Harry Maizlish studied journalism and commercial law at Boston U. for two years, then entering newspaper work as a sports writer for the *Lynn Item* in 1921. He was sports editor of the *Lynn Telegram* in 1927, when Warner Bros. and Stanley Theatres merged. The new firm was opening the Mastbaum Theatre in Philadelphia that year and Harry Maizlish was called in to help publicize it.

Following another assignment to publicize all seven Warner theatres in Atlantic City, N. J., he was called to the West Coast late in 1929 to assume similar duties with Southern California Warner theatres, during an expansion program. Later, he became national exploitation director, a post in which he acted as liaison man between the theatres and the exchanges in the exploitation of new films. Then, in 1936, he became KFWB's general manager.

After 14 years as station manager, Mr. Warner again called Mr. Maizlish to his office and said he'd like to see him buy the station. By Oct. 23, 1950, the purchase was completed and he became president.

Long noted for his civic activities, Mr. Maizlish and KFWB have contributed generously to community and national projects, both in time and energy.

"A station has other duties to perform than playing a record and selling a commercial," Mr. Maizlish states.

"Radio will last so long as management wants it to last," KFWB's president observes. "If it gives the public what it wants and conducts the station in a businesslike manner, radio will last. But most important is that it must give the public what it wants, both in public service and entertainment."

Noting the industry preoccupation with ratings, Mr. Maizlish asks, "We could get top ratings by playing only the 10 top tunes. But if we do, what reason is there for the existence of 28 stations in the Los Angeles area? We cater to the whole community, not just the teenagers. We carry church programs on Sundays, which hurts our ratings. But we serve the community by doing this, and that is the important thing."

However, aside from his preoccupation with service programming, Harry Maizlish is a businessman and a canny one. On the role of the disc m.c. in radio, he points out that KFWB was one of the first stations to regularly and extensively present this modern-day phenomenon. "He's the equivalent of a friendly columnist in a newspaper," Mr. Maizlish observes, drawing on his newspaper experience. "People know him and believe him."

Last year Mr. Maizlish turned back to the FCC his application for a uhf tv station construction permit. Asked his reasons, he indirectly answered, "In small towns with two or three theatres, when one theatre does good business, you can shoot a cannon through the other two without hitting anyone. For special events, tv is a Godsend. But for entertainment, when one big show is on, the other stations starve for ratings. In radio, the production costs are low so the station can survive. But in tv, these costs are too high for this."

Speaking of the uhf problem, he continues, "If the sets were here, I would still apply for a construction permit. I would try to give the public what the networks don't, specialized programs such as Spanish programs for the large Latin-American population of Southern California."

However, if pay-as-you-view tv is approved by the FCC, Mr. Maizlish indicates he may still enter the video field, probably with an extensive sports program.

Harry Maizlish and his attractive wife, Ruth, live comfortably in West Los Angeles with their two sons, Joseph, 13, and Steven, 9. Friends say his hobbies are to be found mainly in the many charitable and civic groups to which he belongs. They also ruefully admit he is a formidable opponent in a gin rummy game.

# "y'want to make money in Maine?"

This is Pat Brennan talking . . dispenser of pre-luncheon and late afternoon revivement at Chicago's London House, beside the Chicago River in the heart of the Windy City's agency row. Pat meets a lot of people—including some of the Midwest's canniest timebuyers. He knows a thing or two.

"In fact," says Pat, "I know *two* good things. WABI, if you're buying radio. WABI-TV, if you're buying television. *Both*, if you're smart. There's a *real* McCoy daily-double for romping home with sales in the fastest-growing part of Maine!

"How do I know? Cripes, y'think I'm deaf or something? Why do these time-buying wizards keep talking so much about WABI and WABI-TV? *That's* right! Because they *know* something!"

*Do YOU want to know something?* Then put your money on WABI—WABI-TV and stand clear. The sound of those cash register bells ringing up in Maine could deafen a body!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

$2,713,331,000.
MARKET

# big market you may have missed...

## and the one tool that opens it BEST!

You can open a can with a hack saw. Or an axe. But you don't. You use a can opener. That's the way it is with the Central South. This market can be opened with a variety of tools. But just one does the job BEST. This selling tool is WSM Radio. And to understand the reason why, it's necessary to have an inside look at Central South, U. S. A.

In the first place, the Central South is a big market—a $2,713,371,000 market. More powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

This is a little known market—a market composed largely of families and people who live in small towns. It is not an easy market to reach and sell. For the time buyer or advertising manager it represents an unusually tough task, because of the amount of money necessary to cover the area with solid advertising support.

The cost is prohibitive, if you attempt to do it with the combination of a Nashville radio station (other than WSM) and small town stations to plug most of the uncovered gaps. The cost is completely out of line, if you attempt to buy a combination of a Nashville newspaper and small town papers. Television leaves well over half the area uncovered from the standpoint of consumer dollar penetration.

There is one tool that opens this rich market. One selling tool that takes your advertising message to all the Central South at a cost that is within the bounds of the sensible advertising budget. This is radio station WSM.

We would like to have one of our representatives (either from the station or from your nearest Petry office) sit down at your desk to show you what Radio Station WSM can do for your product in this rich Central South market.

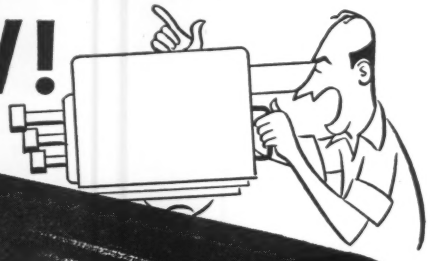
*May we prove to you that WSM is the one selling tool that can open the entire Central South Market to your product at a reasonable cost?*

**WSM**
**RADIO**

NASHVILLE • CLEAR CHANNEL • 50,000 WATTS

# FIRST IN RADIO!

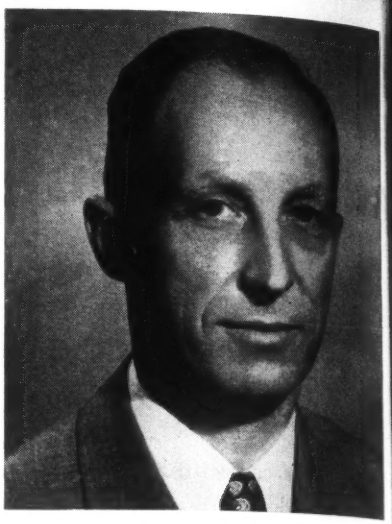
# FIRST IN TV!



KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

FRANK M. BAKER

## on all accounts

AS A PARTNER in Grant, Schwenck & Baker Inc., Frank M. Baker freely concedes that, to him, ratings are largely academic compared with responses or sales produced by advertising. It's a creed that Mr. Baker bases on his own actual experience in the broadcast field.

A vice president and radio-tv director of the agency, which was formed Oct. 1, 1953, Mr. Baker is a 25-year veteran of the industry. Through the years he has held posts in the Chicago Federated Advertising Club, the old Chicago Radio Management Club and others.

A native of Reading, Mich., where he was born on Nov. 15, 1908, Frank Myers Baker was reared in Springfield, Ill. He attended high school there and Ohio Wesleyan U. in 1927-28, the latter on a scholarship. He spent periods in Hollywood and New York after summer stock stints in Springfield and Kalamazoo.

Deciding that radio was "closest to the theatre," Mr. Baker joined WKZO Kalamazoo in 1930 as an announcer-writer, moving later to WAAF Chicago. In 1934 he was a staff announcer for a number of band remotes fed by WBBM Chicago to CBS.

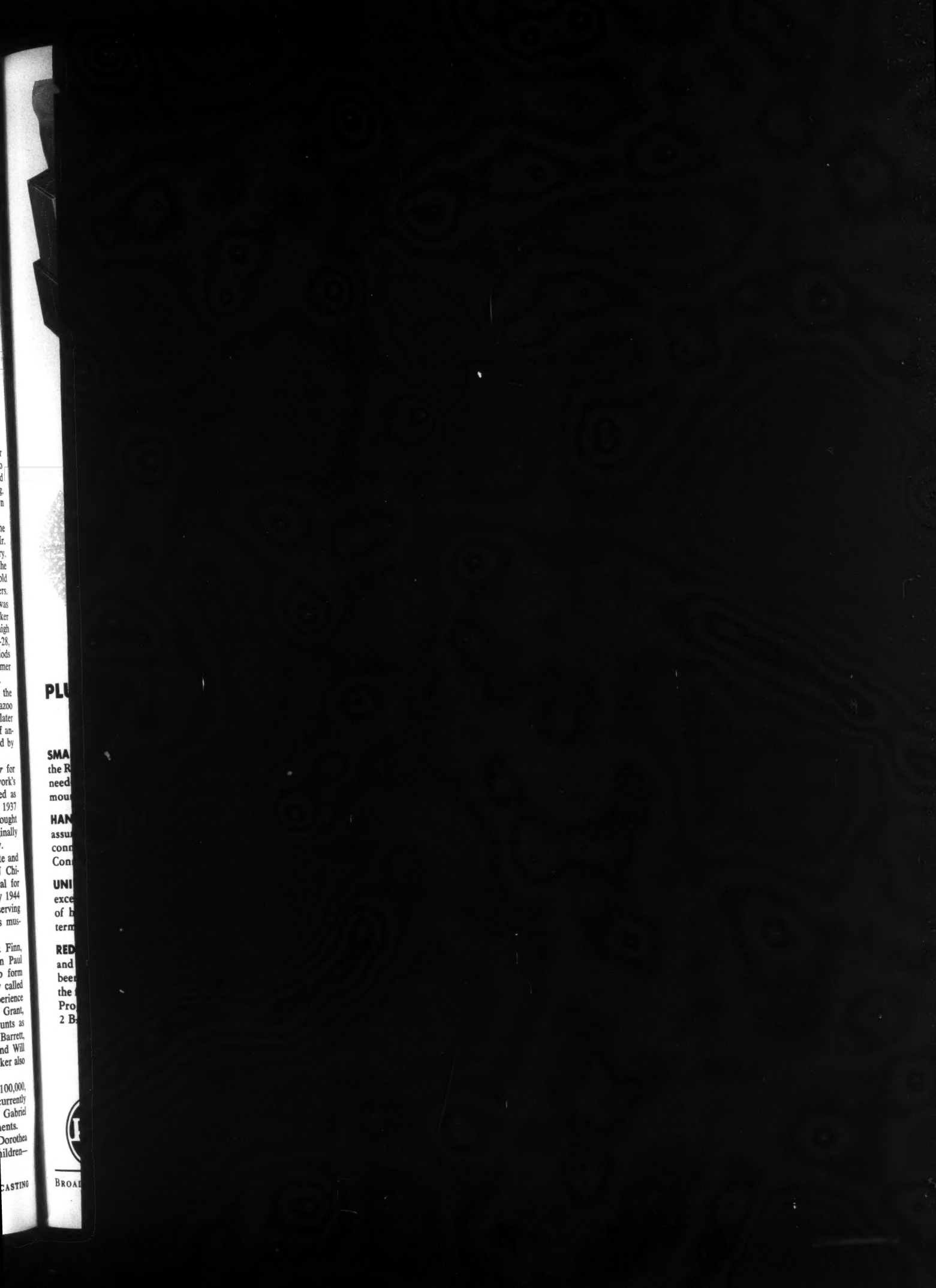
Having written *Barnacle Bill the Sailor* for NBC earlier, Mr. Baker joined the network's continuity department in 1936. He served as continuity editor at WLS Chicago from 1937 to 1941, then switched to WJWC there (bought by Marshall Field Enterprises and originally called WHIP), which was on the air briefly.

During that period Mr. Baker also wrote and produced *Safety Legion Time* on WGN Chicago (fed to MBS) and penned material for Morris B. Sachs' *Amateur Hour*. In May 1944 he joined the Marine Corps (aviation), serving as controller for night fighters. He was mustered out in January 1946.

Mr. Baker joined Reincke, Meyer & Finn, Chicago, as radio-tv director, and when Paul Grant and James Schwenck decided to form their own agency in October 1953, they called in Frank Baker to add his broadcast experience to their advertising background. Today, Grant, Schwenck & Baker handles such accounts as Bankers Life & Casualty Co., Benson Barrett, American School, General Card Co. and Will Knit Hosiery (on some of which Mr. Baker also serves as account executive).

With a radio-tv budget of around $100,000, according to trade estimates, Bankers currently sponsors Paul Harvey on ABC Radio, Gabriel Heatter on MBS and spot announcements.

Mr. Baker married the former Dorothea Belton in 1930 and they have two children—David, 22, and Florence, 17.



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LECASTING

# NOW...

# RCA PRINTED CIRCUIT

## PLUG-IN AMPLIFIERS FOR BROADCAST USE!

### *Provide These Outstanding Benefits...*

**SMALL SIZE** . . . Considerably smaller than previous Broadcast Audio Amplifiers the RCA printed circuit series occupies about ½ the rack and shelf space formerly needed. You free rack space for other AM and TV equipment, reduce rack and mounting shelf costs.

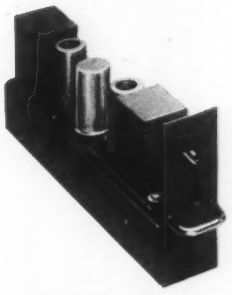
**HANDLING EASE** . . . Quick, safe and effortless installation or removal is assured by compact, light weight construction. Dependable 15-pin keyed connectors provide fool-proof positioning for rapid "in and out" handling. Connecting pins are gold plated to assure excellent electrical contact.

**UNIFORM PERFORMANCE** . . . The printed circuit assures uniformity and excellent frequency response. All units achieve extra dependability through use of hermetically sealed transformers. Each amplifier is provided with output terminals and a switch to facilitate current metering.

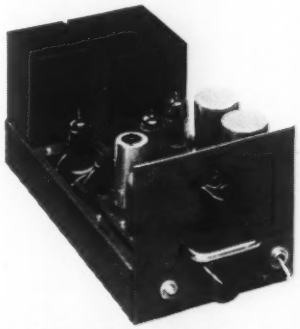
**REDUCED-SIZE ACCESSORIES** . . . Accessories such as BR-22A mounting shelf and BX-21A power supply used with the printed circuit amplifiers have also been "miniaturized." Example: shelf BR-22A, only 5¼" high can accommodate the following combinations of equipment: 10 BA-21A Preamplifiers, 3 BA-23A Program Amplifiers plus 1 BA-21A, 2 BX-21A Power Supplies plus 2 BA-21A, 2 BA-24A Monitor Amplifiers.

*For complete details of the many further advantages of RCA's printed circuit amplifiers, call your nearest RCA Broadcast Representative. Ask for literature.*

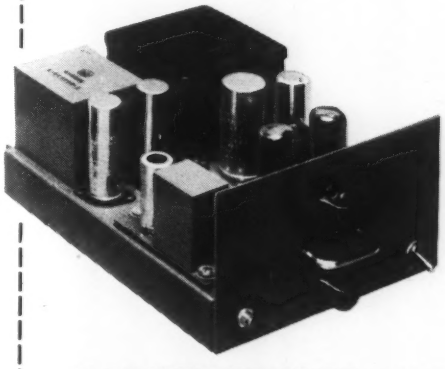
**RADIO CORPORATION of AMERICA**
**ENGINEERING PRODUCTS DIVISION** **CAMDEN, N.J.**



**BA-21A PREAMPLIFIER** . . . Ideal as a microphone preamplifier, turntable preamplifier or booster amplifier. May be used as isolation amplifier by adding an MI-11278-E or F bridging volume control. Due to its small size, it may be placed in a control console, control desk or transcription turntable cabinet. One to ten of these units may be installed in a single BR-22A panel and shelf assembly.



**BA-23A PROGRAM AMPLIFIER** . . . A versatile high-fidelity amplifier using special high-quality components and providing maximum accessibility. High gain and low distortion make it without equal as (1) program or line amplifier, (2) bridging amplifier, (3) isolation amplifier. Three BA-23A amplifiers can be mounted on BR-22A shelf with space for an additional amplifier.



**BA-24A MONITORING AMPLIFIER** . . . A high fidelity, high-gain, flexible 8-watt amplifier suitable for monitoring, audition, recording and talk-back uses. Also serves as a program or line amplifier. Excellent for transcription playback booths, since the 105 db gain will operate a speaker (LC-1A) directly from the output of a turntable (70-series). Also an excellent recording amplifier.

# Excited Sponsors are buy

## "THE Eddie Cantor RADIO SHOW"

**PURITAN MILLS**
15 spots weekly, Atlanta, Ga.

**ROCHESTER GAS & ELECTRIC**
3 half-hours weekly, Rochester, N.Y.

**DOT FOOD STORES**
20 spots weekly, Cincinnati, Ohio

**TRI-CITY GROCERY**
5 half-hours weekly, E. St. Louis, Ill.

**STAR SEAT COVER**
**MIAMI LOCK & HARDWARE**
2 half-hours weekly, Miami, Fla.

**OCEAN PRODUCTS, INC.**
15 spots weekly, Tampa, Fla.

**STRIETMANN BISCUIT CO.**
15 spots weekly, Tallahassee, Fla.

**RICH PLAN PIEDMONT FROZEN FOODS**
15 spots weekly, Charlotte, N. C.

**CARSON UNION MAY STERN**
5 half-hours weekly, Warrenton, Mo.

**ATLANTA BAKING CO.**
5 half-hours weekly, Gainesville, Ga.

**RIDDLE APPLIANCE CENTER (GE)**
15 spots weekly, Hanover, Pa.

**NORTHLAND DAIRY**
15 spots weekly, Minneapolis, Minn.

**FRANKLIN SQUARE APPLIANCE DEALERS**
5 half-hours weekly, Albany, N.Y.

**NU-MAID MARGARINE**
15 spots weekly, Terre Haute, Ind.

**CLEAR-VU TV**
**GEORGE HATCHERY**
30 spots weekly, Le Mars, Iowa

**GARDNER BAKING CO.**
10 spots weekly, Madison, Wisc.

**FAIR STORE**
**S & R FOOD STORE**
30 spots weekly, Alexander City, Ala.

**LA FAVER HARDWARE**
**ROY BROWN FURNITURE**
**JACK'S TRADING POST (APPLIANCES)**
**NYE & OXLEY INSURANCE**
**McCOLL'S DAIRY**
**RIVERVIEW MARKET**
30 spots weekly, Redding, Calif.

**LONGBELL LUMBER CO.**
**LEE'S UPHOLSTERY**
**TOWN'S MEN'S WEAR**
**SYDNEY'S DRIVE-IN**
**THE THING SUPER MARKE**
5 half-hours weekly, Lawton, Okla.

STARRING **EDDIE CANTOR** WITH **JIMMY WALLINGTON** Eddie's favorite radio clowning partner

**5 BIG BRIGHT HALF-HOURS EVERY WEEK**
For Single or Participating Sponsors!

***HURRY***

***DECIDE NOW*** to cash in on "The Eddie Cantor Show" in your area. It's going, going, going and soon will be gone! So hurry

**LOADED WITH**

**SIX A DAY . . . 30 A**
**WEEK . . . 1560 A YEAR**

# ng-buying-buying

## RADIO STATIONS

### *Programming* "Eddie Cantor!"...

**CKLW...**
*Detroit, Mich. · 50,000 W — MUTUAL*

**WCAU...**
*Philadelphia, Pa. · 50,000 W — CBS*

**WAIT...**
*Chicago, Illinois · 5,000 W — IND.*

**WNAC...**
*Boston, Mass. · 50,000 W — MUTUAL*

**WMAL...**
*Washington, D. C. · 5,000 W — ABC*

**WCKY...**
*Cincinnati, Ohio · 50,000 W — IND.*

**WTMV...**
*East St. Louis, Ill. · 250 W — IND*

**WSB...**
*Atlanta, Georgia · 50,000 W — NBC*

**WGBS...**
*Miami, Florida · 50,000 W — CBS*

**WHEC...**
*Rochester, N. Y. · 5,000 W — CBS*

**WPTR...**
*Albany, N. Y. · 50,000 W — MUTUAL*

**WDAE...**
*Tampa, Florida · 5,000 W — CBS*

**KOOL...**
*Phoenix, Arizona · 5,000 W — CBS*

**WSOC...**
*Charlotte, N. C. · 250 W — NBC*

**KGNC...**
*Amarillo, Texas · 10,000 W — NBC*

**KFYO...**
*Lubbock, Texas · 5,000 W — CBS*

**KOPO...**
*Tucson, Arizona · 250 W — CBS*

**WOHO...**
*Toledo, Ohio · 1,000 W — IND*

**WNOX...**
*Knoxville, Tenn. · 10,000 W — CBS*

**...AND MANY MORE!**

***IF YOU'RE AN ADVERTISER OR AN AGENCY MAN*** tell your local radio rep that you want Cantor working for you. If he hasn't got Cantor tell him to call Ziv pronto.

***IF YOU'RE A STATION OPERATOR*** get Cantor and get more business... from present advertisers, from new advertisers, even from your competition's clients. Wire, phone or write us *today sure.*

MUSIC!

SINGING!

COMEDY AND FUN!

FREDERIC W. ZIV COMPANY

*Radio Productions*

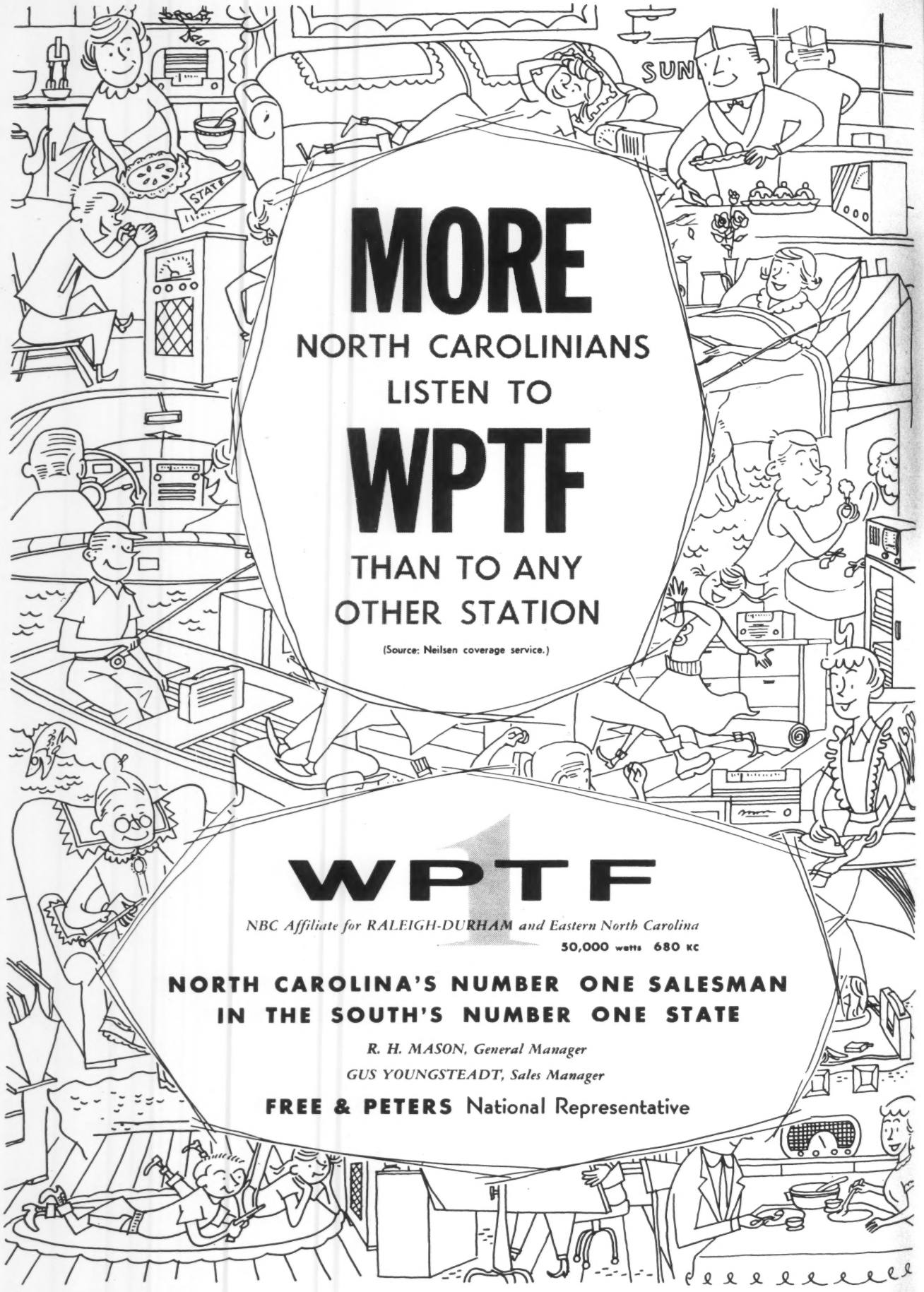
1529 MADISON ROAD · CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD

## HE HOTTEST SPOTS IN RADIO...

**EVERYBODY WITH AN EYE FOR PROFIT IS IN ON THE SHOUTING "WE WANT CANTOR"... HOW ABOUT YOU!**




# MORE

## NORTH CAROLINIANS LISTEN TO

# WPTF

## THAN TO ANY OTHER STATION

(Source: Neilsen coverage service.)

# WPTF

*NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina*

50,000 watts 680 kc

**NORTH CAROLINA'S NUMBER ONE SALESMAN IN THE SOUTH'S NUMBER ONE STATE**

*R. H. MASON, General Manager*

*GUS YOUNGSTEADT, Sales Manager*

**FREE & PETERS** National Representative

March 7

## IT'S

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BROADCASTING TELECASTING

March 7, 1955

Vol. 48, No. 10

# BASEBALL COVERAGE

## IT'S SHAPING UP AS A $50 MILLION PACKAGE FOR RADIO-TV

BASEBALL coverage on radio and television will build up to a $50 million package by the time the 1955 season gets underway in April, judging by a B•T roundup of major league sponsorship plans.

While the regular season is only six weeks away there still are unsettled coverage spots in a number of cities. Milwaukee will have no live baseball telecasts and the Cleveland tv situation is uncertain.

Sponsors are still lining up radio networks that run as high as 60 stations for a single club. Telecast schedules range from a score or two games during the year up to complete season coverage. Both radio and tv major league lineups will surpass those of any past year.

Already exhibition games are being sponsored around the nation on radio, with filmed and some live tv pickups from training camps and southern cities where exhibition games are played.

Two new sponsor situations have appeared on the 1955 lineup. Schlitz Brewing Co. is carrying games of the Kansas City Athletics on an extensive radio hookup. A pair of financial institutions—Central National Bank of Cleveland and General Finance Corp.—will carry baseball this season. Central is co-sponsoring in Cleveland with Carling's beer. General is co-sponsoring Cardinals games in St. Louis and Cubs-White Sox games in Chicago, using extensive hookups.

The swelling sponsorship lineups and the increase in number of games covered indicates that baseball operators are finding more financial help each year as television stations join radio in stimulating interest in the sport.

A trend toward live rather than re-created play-by-play versions of road games continues this year. Washington Nationals' away games will no longer be re-created, with announcers accompanying the team on the road.

Two major network schedules have been lined up this year—CBS-TV with a Saturday game telecast and MBS again with its *Game of the Day*.

Following custom, sponsors are buying heavily of pre-game and post-game features, including dugout interviews and resumes of scores.

Most of the familiar baseball sponsors are on the scene again. These include Atlantic Refining, Goebels, Ballantine, Narragansett, Chesterfields, Lucky Strikes, Coca-Cola, Sinclair Oil, Budweiser and Miller.

Minor league coverage is being lined up, with the minors as usual blaming major broadcasts and telecasts for their declining attendance.

Here is the way the major leagues are lining up in radio and tv:

Falstaff Brewing Corp., St. Louis, will sponsor telecasts of 26 major-league games on CBS-TV's *Tv Game of the Week* (Sat., 1:55 p.m. EST starting times some weeks, 2:55 p.m. others), beginning with spring-training contests April 2 and 9. Agency is Dancer-Fitzgerald-Sample.

Dizzy Dean and Buddy Blattner will handle the commentary and also will conduct a 10-minute session of interviews before each game.

### Giants, Indians Open

Opening game will be the New York Giants-Cleveland Indians contest at Dallas, starting at 2:25 p.m., and the second spring-training contest will be between the New York Yankees and Brooklyn Dodgers at Brooklyn. First regular-season contest in the tv series will be between the Philadelphia Phillies and the Giants in New York April 16. The series will run through Sept. 24.

MBS again is scheduling its *Game of the Day* series on radio. Thus far Jackson Brewing Co. has signed to sponsor games in Southern states, buying half of each game [B•T, Feb. 28].

R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor for the sixth straight year a five-minute daily sports summary immediately following the *Game of the Day*, starting March 19 and extending through Sept. 25. Agency is William Esty Co., New York. Called *Camel Scoreboard*, the five-minute sports report will present a brief summary of the games carried that day by Mutual, plus the scores and highlights of other major league contests. The program will be carried seven days a week, and on days when no major league games are scheduled it will concentrate on summaries of minor league contests.

P. Ballantine & Sons, Newark (Ballantine beer), through William Esty & Co., New York, will sponsor the New York Yankee ball games, except for the third and seventh innings, on WPIX (TV) and on WINS (radio). White Owl cigars, through Young & Rubicam, New York, will sponsor the third and seventh innings of the Yankee games on these stations. Adam Hats has bought a full schedule of spots prior to Yankee games. Friend-Reiss Adv. Co., New York, is agency.

American Tobacco Co., New York (Lucky Strike cigarettes), and F & M Schaefer Brewing Co., Brooklyn, will sponsor the home and away games of the Brooklyn Dodgers on WMGM (radio) and WOR-TV. Both accounts are serviced by BBDO, New York. The Dodgers-Milwaukee pre-season games start March 11 at 8:35 p.m. Connie Desmond once again will be No. 1 sportscaster for the Dodgers. Vince Scully and Andre Baruch will assist.

Liggett & Myers, New York (Chesterfields), through Cunningham & Walsh, New York, long-time sponsor of the Giants games, will continue to sponsor these contests on WPIX (TV) and WMCA (radio).

Cities Service Oil Co., New York, through Ellington & Co., New York, will sponsor pregame telecasts of the Giants in a series called *A Day With Giants*, on WPIX (TV).

Camel cigarettes, through William Esty, New York, continues to sponsor Red Barber before and after Yankee home games on WPIX (TV) with a program entitled *Camel Club House*.

Kruger Brewing Co. sponsors a post game

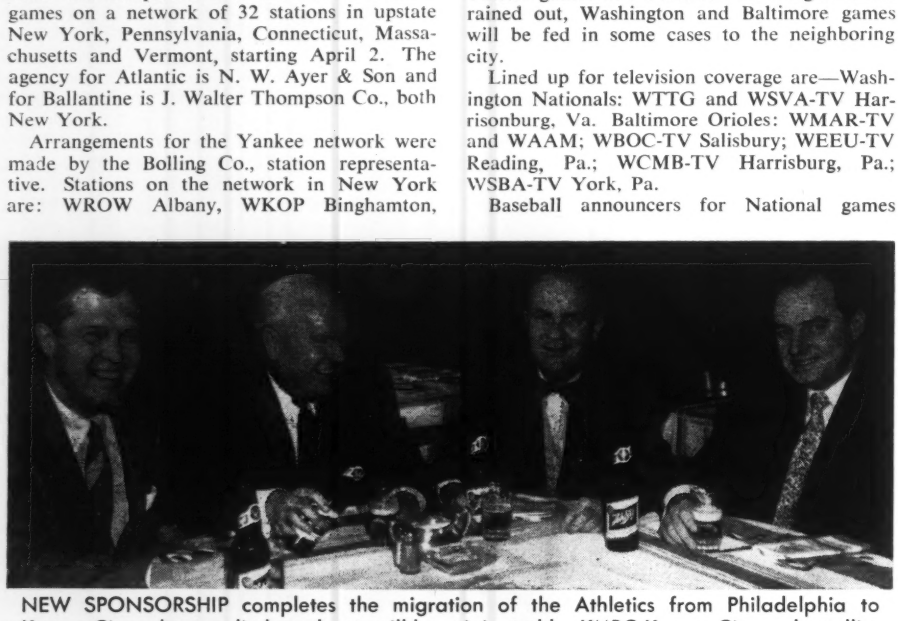
show featuring Frankie Frisch following Giant home contests on WPIX and on WMCA. Blue Coal co-sponsors the program on the latter station. Kruger Brewing is placed through Grey Adv. while Blue Coal is handled by SSC&B, both New York.

Hudson Motors, through Geyer Inc., New York, which sponsored *Johnny on the Spot*, Giants pre-game broadcast on WMCA, will do so again this season.

Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, New York, will sponsor *Game of the Week* locally on WCBS-TV and possibly a portion of *Game of the Day* on Mutual.

Atlantic Refining Co. and P. Ballantine & Sons will co-sponsor the New York Yankee games on a network of 32 stations in upstate New York, Pennsylvania, Connecticut, Massachusetts and Vermont, starting April 2. The agency for Atlantic is N. W. Ayer & Son and for Ballantine is J. Walter Thompson Co., both New York.

Arrangements for the Yankee network were made by the Bolling Co., station representative. Stations on the network in New York are: WROW Albany, WKOP Binghamton, WXRA Buffalo, WCLI Corning, WKRT Cortland, WJTN Jamestown, WKNY Kingston, WICY Malone, WALL Middletown, WGNY Newburgh, WSLB Ogdensburg, WHDL Olean, WDOS Oneonta, WEAV Plattsburg, WVET Rochester, WNBZ Saranac Lake, WNDR Syracuse, WRUN Utica, WDLA Walton and WATN Watertown. Pennsylvania stations are: WESB Bradford, WFRM Coudersport, WKBI St. Mary's, WATS Sayre, WQAN Scranton, WVPO Stroudsburg and WLYC Williamsport. Other outlets are: WLAD Danbury and WKNB Hartford, Conn., WBEC Pittsfield and WACE Springfield, Mass., and WDOT Burlington, Vt.



**NEW SPONSORSHIP completes the migration of the Athletics from Philadelphia to Kansas City, where radio broadcasts will be originated by KMBC Kansas City and satellite KFRM Concordia, Kan., under the aegis of Joseph Schlitz Brewing Co. Completing negotiations are (l to r) Henry DeBoer, divisional manager of Schlitz Brewing (Kansas City); George Higgins, vice president and commercial manager of KMBC Broadcasting Co.; Parke Carroll, general manager of the Kansas City Athletics, and Guy Patterson, president, Majestic Adv. Agency, Milwaukee.**

Boston Red Sox games will be co-sponsored on WHDH by Narragansett Brewing Co. and Liggett & Myers (Chesterfields), both through Cunningham & Walsh, and Atlantic Refining Co., through N. W. Ayer & Son. Both home and away games will be carried, plus 21 preseason games.

The same sponsors will telecast 51 home and away games of the Red Sox on WNAC-TV and WBZ-TV Boston, using an alternating schedule.

National Brewing Co., Baltimore (National Boh), will carry all Washington Nationals games on WWDC Washington for the third year as half-game sponsor. It will be WWDC's 12th year of Nationals broadcasts. National also will sponsor the Baltimore Orioles games on WCBM that city. This year the road broadcasts will be live instead of re-created.

As many as 50 radio stations will comprise a network now being set up along the eastern seaboard to carry Washington-Baltimore baseball. W. B. Doner & Co., Detroit, new National Brewing Co. agency, has established a Baltimore office to service the account. Howie Williams is lining up the network. Herbert Fried is account executive.

National Brewing is setting up a seven-station television network. WTTG (TV) Washington will carry a schedule of games in that city, with WMAR-TV and WAAM (TV) sharing Orioles games in Baltimore. Where games are rained out, Washington and Baltimore games will be fed in some cases to the neighboring city.

Lined up for television coverage are—Washington Nationals: WTTG and WSVA-TV Harrisonburg, Va. Baltimore Orioles: WMAR-TV and WAAM; WBOC-TV Salisbury; WEEU-TV Reading, Pa.; WCMB-TV Harrisburg, Pa.; WSBA-TV York, Pa.

Baseball announcers for National games will be Arch McDonald, Bob Wolfe and Mr. Williams.

In Chicago, WCFL will air the White Sox and WIND the Cubs home and road games on a direct-from-the-park basis, each feeding regional networks, while WGN-TV will telecast all daytime home contests of the two clubs—the same arrangement that prevailed last year. Radio coverage will include exhibition and city series games before the regular season.

Four advertisers—General Cigar Co., Oklahoma Oil, Coca-Cola Bottling Co. of Chicago and General Finance—will pick up the Sox tab under a $600,000 multi-sports package they negotiated with WCFL last year. Bob Elson will handle main play-by-play, with reports going out to about 30 stations in Illinois, Indiana, Wisconsin, Michigan and Iowa. Agencies are Young & Rubicam for General Cigar (White Owl), Maryland Adv. for Oklahoma, D'Arcy for Coca-Cola and Gordon Best for General Finance. All baseball adjacencies have been sold. Don Wells will assist Mr. Elson. On any given day, two sponsors will divide the game, and the others will pick up the pre- and post-game programs, rotating this setup daily.

Cubs' broadcasts on WIND have been sold also to Coca-Cola and General Finance, plus one other—Sinclair Refining Co. (through Morey, Humm & Johnstone). General Finance and Coca-Cola will divide half games, with Sinclair sponsoring every other full contest. About 30 stations in parts of Illinois, Indiana, Iowa and Wisconsin are lined up, with Bert Wilson handling descriptions, assisted by Gene Elston and Jack Quinlan. All pre- and post-game programs have been sold, according to John Carey, commercial manager.

On WGN-TV telecasts of 55 White Sox and 77 Cubs home daytime games (plus the city series) have been purchased for 1955 by Oklahoma Oil and Theodore Hamm Brewing Co., through Maryland Adv. and Campbell-Mithun Inc., respectively. They will each have four and a half innings with Jack Brickhouse at the microphone. This marks the eighth consecutive year WGN-TV has televised the games. It has a three-year agreement with the Sox and a one-year pact with the Cubs with options.

Miller Brewing Co. again will pick up the tab for Milwaukee Braves baseball broadcasts (home and road), plus 20 exhibition contests, on approximately 40 stations in four states. Miller has bought all station time exclusively in Wisconsin [CLOSED CIRCUIT, Feb. 28] with spot participating sponsorship permitted in other states.

WEMP and WTMJ again will serve as home stations for the network cooperating with facilities and announcers (Earl Gillespie of WEMP, Blaine Walsh of WTMJ). Again, as in the past, there will be no television. Agency for Miller is Mathisson & Assoc., Milwaukee. The Miller-Braves network juts through upper Michigan, eastern Minnesota, northwestern Iowa and throughout Wisconsin (the latter with about 30 outlets).

### Schlitz Behind A's

The new Kansas City Athletics will be covered under the Schlitz Brewing Co. banner over KMBC in some six states (all home and road games, 26 exhibition contests) on about 35 stations. Schlitz will spend in excess of $300,000 overall to merchandise its beer and the baseball slate, according to A's President Arnold Johnson and Ervine C. Uihlein, president of Jos. Schlitz Brewing Co. While the firm also bought tv privileges, no video coverage is planned this season. Package is owned by Majestic Adv. Agency, Milwaukee, and account is serviced by Lennen & Newell, New York.

WCPO-TV Cincinnati plans to televise 20 home and six road games of the National League Redlegs under Burger Brewing Co. sponsorship. WSAI will broadcast all home and road games of the club, with Burger picking up the full tab for tv and regional radio network coverage on an unrevealed number of stations. Midland Adv. Agency handles the account. WCPO radio carried the radio descriptions last year. Waite Hoyt will do the play-by-play on radio and tv.

In St. Louis, Anheuser-Busch Inc. (Budweiser) will sponsor half of all Cards' radio coverage on 90 stations in Missouri, Illinois, Iowa, Kansas, Oklahoma, Arkansas, Mississippi, Tennessee and Indiana. It will make available to stations the other half of the games (154 regular, 2 exhibition) for local sponsorship on radio and tv [CLOSED CIRCUIT, Feb. 28]. Agency is D'Arcy Adv. Co., St. Louis.

KMOX will feed the regional radio hookup (replacing KXOK of last year), while WTVI (TV) Belleville, Ill., will televise the 77 road contests as it did in 1954. Joe Garagiola, former major league catcher, will do play-by-play with Harry Carey and Jack Buck. Marine Petroleum and General Finance Corp. will be co-sponsors. The schedule opens March 10 with exhibition games.

August A. Busch Jr., president of the Cardi-

nals, which in turn are owned by Anheuser-Busch, said indications were that the Cardinals road game telecasts had reached a large audience last year. They will be continued through 1956.

WERE Cleveland will air all Indians home and road games live during 1955, feeding a 35-station am-fm regional radio network in Ohio, Pennsylvania, New York and other states. Jimmy Dudley and Ed Edwards will describe the contests, to be co-sponsored by Carling Brewing Co. (through Lang-Fisher-Stashower) and Central National Bank of Cleveland (through Fuller & Smith & Ross).

Because of its new CBS-TV affiliation, WXEL (TV) was said to have ruled itself out for tv coverage of the Cleveland Indians. Bulk of night games and other clearance factors dictated the decision not to carry them.

J. M. Killback, senior vice president of Central National, said it is "the first Cleveland bank to broadcast any major sporting event. The participation in these radio broadcasts is another step in our program of civic activities and community service."

Carling has not previously broadcast Indians' games on radio but last year telecast all road games and for years has carried Cleveland Browns football on radio and tv. Ian R. Dowie, Carling's president, said negotiations are continuing with Cleveland tv stations for Indian telecasts.

### Atlantic Buys Pirates Again

Pittsburgh Pirates games will be broadcast on WWSW, following a two-decade custom. Atlantic Refining will co-sponsor the games with WWSW feeding a tri-state network extending eastward as far as State College, Pa. Pirates games were telecast for the first time last year on WENS (TV), with 15 games covered, but there will be no tv this year. A replacement for the late Rosey Rowswell as play-by-play announcer has not been announced.

Pirates policy does not permit beer sponsorship. Plans for coverage of exhibition games were being considered but a final decision has not been reached. Atlantic Refining has been sponsoring Pittsburgh baseball for a score of years.

In Detroit, WJBK and WJBK-TV have obtained rights again to Tigers' baseball, with Goebel Brewing Co. (through Campbell-Ewald) and Speedway Petroleum Co. (W. B. Doner & Co.) alternating with half-game sponsorship each day.

WJBK will air all games, home and away, direct from the ball parks and feed a 35-station Michigan regional network in that state and Ohio. WJBK-TV will telecast 30 home and 13 road contests of the Tigers, also feeding WSPD-TV Toledo, Storer sister station. Van Patrick and Paul (Dizzy) Trout will handle commentary.

Some of the minor league contracts reported to B•T follow:

KOIL Omaha will carry Triple-A baseball, home and away, with Budweiser sponsoring half the schedule. This is Omaha's first year of Triple-A baseball.

WVET Rochester, N. Y., will carry Red Wings games. Sponsors are Cities Service and Webaco Oil Co.

WBIG Greensboro, N. C., will carry Patriot games for the third straight year.

KTHT Houston will broadcast Buff games with Budweiser and a local Packard dealer as co-sponsors.

KTVW (TV) Seattle will telecast Seattle Rainier games.

KOTV (TV) Tulsa will telecast Oilers games.

KFSD-TV San Diego will telecast Saturday Padres games with a local banker as sponsor.





# 'TRIBUNE' CRITICISM OF TV DRAWS RETURN FIRE FROM TvB

**Chicago paper's 'Fantasy in Tv-land' presentation cites 'isolated cases' and attributes effects of natural competition to an inadequacy of television, the trade group says in rebuttal.**

WITH AN obvious relish, Television Bureau of Advertising last week unleashed a scathing retort to a widely-circulated attack by the *Chicago Tribune* on the tv industry—centering particularly on tv's record as an advertising medium.

Said TvB: "It is our sincere suggestion that the *Chicago Tribune* douse its smudge pots and re-evaluate television in a constructive light."

TvB, which the *Tribune* viewed with alarm in its statement against tv's force as an ad medium, charged that:

• The newspaper had chosen "to pull out of the hat" some "isolated examples" of national advertising declines. But, said TvB, these cases were not caused by tv but by "fair and honest competition" in the very product fields mentioned.

• There is "some reason to believe" that case histories listed by the presentation's "television failure stories" (in the Chicago area) have been "hand-picked because they seem to imply what the *Tribune* would like all advertisers to believe."

• The paper hit "a shade below the belt level" in accusing a single medium of "responsibility for sales decline brought about by new and adverse marketing factors."

• "Unfair examples do not belong in the sales promotion kits of television or newspapers. They only cast suspicion upon all the working information which the entire advertising fraternity originates and makes available for the guidance of advertisers."

### Bureau Cites Paper's 8% Loss

TvB concluded its statement with this suggestion: "Instead of damning television perhaps the *Chicago Tribune* might like to give some thought to television promotion to regain the 8% of its circulation which it has lost since 1949, a period during which its rates have increased by 23% and its cost-per-thousand by one-third."

The *Tribune*'s presentation, entitled "Fantasy in Tv-land," last visited New York where Howard Keefe, of the paper's research staff, addressed a meeting of *New York Daily News* sales officials. Other such talks have been given before newspaper representatives as well as before advertising people of the *Tribune*. Still other publisher groups reportedly have expressed interest in having the presentation delivered before their sales and promotion people.

While attacking tv from stem to stern, the *Tribune*—whose own tv interests include WGN-TV Chicago and, through the *New York Daily News*, WPIX (TV) New York—in its broadside issues a call-to-arms to sales and promotion people in print media, with a confession that newspapers are hard put to "knock off" a top network show and that national spot revenues do not lag far behind those of the networks. This area—spot—was singled out for the print media's "main attack."

The *Tribune* presentation was illustrated profusely with lampooning sketches and comments supplied by Mr. Keefe.

He termed TvB "a sales force dedicated to going out after the business that print media now have." Mr. Keefe took a slap at what he called the "tremendous amount" of "high promotion trade papers" which he said cover the broadcast field and reach the advertiser and the agency.

In charts presented by Mr. Keefe, a wide range of products were detailed with information purporting to show that only where newspaper advertising has been "adequate," tv has enabled an appreciable gain in sales.

Products covered included Gold Medal Flour, Wheaties, Cheerios, Colgate Toothpaste, Lipton Tea, Crisco, Maxwell House Coffee, Rinso, Duz and Lincoln-Mercury.

Each of these cases, broken down into newspaper budgeting and use of tv in the Chicago market, intimated that as soon as newspaper space was cut down and tv upped, a sales decline set in.

One of the charts, a composite of seven days, showed the percentage of homes viewing tv by hours of the day. It claimed that of 17 hours covered only three went above 50% coverage. These hours were 7, 8 and 9 p.m. It also was claimed that three hours, 5, 6 and 10 p.m. went above 30% while the remainder fell below 30% or "lower than the coverage of the lowest-coverage Chicago newspaper."

Only *I Love Lucy* (CBS-TV) reached the 50% level and subsequently is on a par with the *Tribune*'s "day-in-day-out coverage," the presentation asserted.

In brief, other topics covered were: ratings—figures are "inflated"; individual audience claims and measures are now "illegal" because of the ARF's initial report; percentage of children in figures showing viewing—"these viewers are worthless in most cases"; more men than women smoke, yet an unbalanced audience is created by *I Love Lucy* (alternately sponsored by Philip Morris) appeal to 60% more women than men; the drop in the cost per 1,000 "as new cities have been added to the

**EXPANSION of *Burgie Music Box* to 45 ABC Radio Western Div. stations for a half-hour five times weekly contract is signed for by Henry E. Picard (seated), vice president-general manager, San Francisco Brewing Corp. (Burgermeister Beer), with (l to r) Les Mullins, firm's advertising manager; J. G. Motheral, vice president in charge, BBDO, San Francisco; Lou Rolle, agency account executive, and Garrett E. Hollihan, representing ABC Radio Western Div., San Francisco.**

# RADIO: EVOLUTION OF A MEDIUM

## OLD MEDIA NEITHER DIE NOR FADE AWAY, SAYS NED MIDGLEY

*CHARLES E. MIDGLEY is media supervisor for Ted Bates & Co., New York, an agency which last year put $7 million of a $27.5 million radio-tv budget into the aural medium. Last week, before the Connecticut Broadcasters Assn. (see story page 64), he offered the analysis of the medium which appears excerpted on these two pages.*

*Companion speaker at the Connecticut meeting was Frank Silvernail, director of station relations for BBDO, which last year billed $13 million of a $59 million broadcast budget in radio. His talk dealt primarily with that agency's "re-evaluation" of radio, which B•T covered extensively in its Dec. 6, 1954, issue. One comment he made last week appears on the facing page.*

OLD MEDIA never die—no, nor do they just fade away. When a new advertising medium appears on the national scene the prophets of doom have their hey-day. They spring from under rocks, from psychiatrists' couches and from the deep depths of obscurity to herald, loudly, the early and complete demise of one or more old, established media. No one is more surprised than they when this death never does occur and we find ourselves, instead, with one more new and efficient medium in the advertising family.

That has been the story, first of radio and now of television some 25 years later. Printed media viewed radio as a threat to their very existence. Yet any magazine that has gone out of business since 1930 has done so because of a screwy forecast of a presidential election, because of management defects or because of loss of popular appeal.

And then television appeared on the scene and we will peg 1948 as the year in which the viewing with alarm started all over again. The same prophets of doom shook the mothflakes from their shrouds and reappeared even in the daylight hours. But they advanced a different theory this time. Since television was an electronic medium, the other electronic medium—radio—would suffer most severely, leaving the print media relatively unscathed.

From this superficial and fallacious assumption the tug-of-war between television and the other older established media started. But we will consider only television versus radio. I don't like that word "versus" as it connotes the prize-ring and a fight. There has not been a fight between television and radio but rather a re-appraisal on the part of the industry, advertisers and agencies of two of the most effective advertising media.

Let us see if we can trace this re-appraisal. Radio was definitely "big time" in 1948. The networks and individual stations were loaded with business. Time costs were at an all time high and talent, not to be outdone, had some pretty fancy price tags—some of them so fancy, in fact, that more than one advertiser gave up his program in despair.

I dislike to say it but there was a feeling of smug complacency and a definite lack of cooperation on the part of too many radio stations at this time. It was, I suppose, a normal result of a sellers' market over too prolonged a period of time but it was most discouraging to large and small advertisers alike.

One particularly significant factor in television's advent was that virtually every one of the original pre-freeze tv stations was owned by a radio station and three of the four tv networks were owned by radio networks. This created a situation somewhat similar to the old Italian street peddler who, complaining about business, said, "What I make on the peanuts I lose on the banan'." But, like the Italian peddler, they did not particularly relish the idea of losing money on the "banan'." So a whole new philosophy on radio was born.

This first required a thorough and searching analysis of the media field and an evaluation of every factor in the complex equation:

Radio homes vs. tv homes vs. printed media circulation
Actual listening vs. actual viewing vs. actual readership
Dollars vs. dollars vs. dollars

And in this last factor, dollars, radio made its boldest and most effective move. Radio time costs were reduced for many periods of the day and evening and—as a corollary—talent costs were reduced proportionately. This was a forthright admission that at certain hours tv was bound to outpull radio. At the same time it served notice that radio broadcasting had no intention of dying and would, henceforth, offer a mass advertising medium at a realistic cost.

Coincidental with this re-evaluation in dollars came a re-evaluation of programming. For the first time network announcements in evening time periods became available, co-sponsorship of other programs was offered, station grouping requirements were liberalized. In short a more varied offering of radio was made at a lower cost. This made it possible for many smaller advertisers who previously could not afford radio to consider it in their plans.

### HOW '55 COMPARES WITH '48

Perhaps the best way to illustrate this reduction in radio costs from 1948 to 1955 is this: In 1948 advertisers could reach 4.8 million homes in a week with 3 minutes of commercial time for a cost of $19,000. And there were many advertisers buying broadcasting at this rate. Now, for a weekly expenditure of $15,000 advertisers can reach over 5 million different homes in a week with 5, not 3, minutes of commercial time. And remember that there are 46 million radio homes in the U. S. that could hear these announcements.

We have seen the trend of radio costs since 1948, now let's look at the course tv costs have taken. The first tv costs were modest, almost apologetic, and they should have been for the few thousand tv homes scattered around the country in 1948. But tv homes have grown from those few thousand homes in 1948 to 32 million tv homes in 1955. This is a spectacular growth. It took radio 16 years to reach 33 million homes and radio had a lower per unit set cost.

But, today, you would never recognize the early modest costs of tv. Stations and networks kept their fingers very tightly

on the pulse of increasing set ownership. Station rates were guaranteed for only six months at a time and, twice a year, we have had rather general rate increases on both network and local rate cards. The ratio of these increases has lagged just a little below the ratio of the increase in tv homes and that has been the basis for their justification.

Along with the increase in station costs, talent and program production costs have soared. Today, they are a far cry from the modest "you learn with us" charges of the late forties. Some of the increases are justified, for greatly augmented staging and staffs are required to present the visual with the oral. Granted that the audience is larger, nevertheless, there is also increasing evidence that the true foundation for today's tv program costs is simply what the traffic will bear.

An advertiser can buy a half-hour of evening time on a 100-station coast-to-coast network for about $38,000 weekly on a 52-week basis plus a good but not outstanding program for about $30,000. This totals $68,000 weekly or $3,536,000 on a 52-week basis. Or you can buy a very fine 20-second station break during peak listening hours in New York for $1,575, in Los Angeles for $575, in Kansas City for $172 or in New Haven for $144.

And so we come to 1955 with the tug-of-war between radio and television still operating and with the keenest kind of competition for the advertising dollar.

First, all advertising investments in the U. S. reached a new high in 1954 with a 4.3% increase over 1953. These expenditures broken down by media were as follows:

| Medium | Millions of Dollars | % of Total | % Increase 1953 to 1954 |
|---|---|---|---|
| Newspapers | 2,670.9 | 32.8 | + 1.0 |
| Radio | 608.1 | 7.4 | — 3.3 |
| Television | 809.1 | 9.9 | +33.5 |
| Magazines | 674.1 | 8.3 | + 1.0 |
| Farm Publications | 28.6 | 0.4 | — 7.2 |
| Direct Mail | 1,165.0 | 14.3 | + 6.0 |
| Business Papers | 404.9 | 5.0 | + 2.5 |
| Outdoor | 185.5 | 2.3 | + 5.2 |
| Miscellaneous | 1,598.9 | 19.6 | + 2.4 |
| Total | 8,145.1 | 100.0 | + 4.3 |

Despite the fact that radio suffered a 3.3% loss in 1954 this is not a condition which cannot be corrected by a few more sales in 1955. It is still a $600 million industry and a vital element in the American economy.

And just for a moment let us see what effect tv has had on newspapers and magazines.

Actually, for the *10-year* period from 1943 through 1953, newspaper circulation rose from 44,392,289 copies per day to 54,472,286 per day. General advertising in newspapers totaled $350 million in 1948 and rose to over $600 million in 1953—a gain of more than the total volume of either network radio or network tv in 1953. (We are indebted to Walter C. Kurz of the *Chicago Tribune* for these figures.)

Cunningham & Walsh's Videotown Survey #6 discloses that: "Reading of newspapers among adults was up 9% in the first year of tv; another 20% in the second year and an added 12% in the third year."

Recent research has presented many new facts attesting to the vitality of radio. Perhaps one of the most significant of these is the total hours of out-of-home listening that are being rolled up every day and every evening in the week. The American public has not purchased 26 million autos with radios just for the sake of having two more knobs on the dashboard. These sets are listened to regularly and this is an area that defies invasion by television in the foreseeable future. Portable radio sets are not being purchased to be relegated to the attic or storeroom. They, too, swell the hours of out-of-home listening to impressive totals. Reliable estimates place the total of in-home and out-of-home radios in the U. S. at 111 million.

Of equal interest is the extent of daytime radio listening *in tv homes*. It is not until the noon hour that tv viewing takes a substantial lead over radio listening in these homes—26.1% against 13.5%. From that point on, tv takes over and builds up to its overwhelming dominance during the evening hours. In *all* U. S. radio homes (tv homes with radio and radio only homes combined) it is not until 3 o'clock in the afternoon that tv viewing takes over the lead from radio listening 15.1% to 14.6%. From these Nielsen figures, it is clear that radio has met tv competition most successfully in the morning time segment.

But let us go back for a minute to the figures on tv homes and radio homes. There are 32 million tv homes in the U. S. compared with 46 million radio homes. This means that there are 14 million radio homes that cannot be reached by television advertising because they simply don't have a tv set. This is a sizeable market and it is not concentrated in any single geographic area. These homes are literally peppered throughout the U. S.—in Maine, in New York City, Detroit and Dallas and in those areas where there is no tv coverage or, inefficient tv coverage. There is no more effective nor no more economic way to reach them than with radio advertising.

Radio must continue to have faith in itself and believe that it can deliver an audience of many millions nationally—thousands and hundreds of thousands locally. Programming policies must be kept flexible and opportunistic. Promotion and merchandising cooperation will help tremendously. Costs must continue to be realistic and if they are reduced for one type of service for one advertiser, the rate should be shown on the rate card for all advertisers. There is no reason why radio cannot continue its present volume—yes, and grow. There is a renewed awareness of radio on the part of advertisers and agencies. We are interested in buying advertising on the most efficient basis possible and you will receive a sympathetic hearing on any reasonable proposal. There is a place, and an important one, for radio.

It is generally conceded, I believe, that television, like radio, is dependent upon advertising for its very existence. Yet there have been many cases in which television has treated advertisers as the least desirable country cousins. Arbitrary rulings, soaring costs for both time and program pre-emption of time periods, time clearance failures, multiple spotting of local announcements, etc. Solely on the basis of sound economics and intelligent business practice, television has been something less than perfect. Perhaps this is why so many advertisers are scheduling their program on an alternate week basis, sharing the schedule with another advertiser. And the list is growing.

I think that you will agree that printed media survived the advent of radio with a surprising vitality and that printed media, and radio particularly, are still very much alive after seven years of television. Yes, old media never die but they do pass through a different type of fiery furnace, emerging as more efficient advertising media.

## 'DON'T OVERLOOK RADIO'

SILVERNAIL

"We are not attempting to 'salvage radio.' We are, rather, attempting to clear away a lot of nebulous thinking on what is still a vital medium, and insure that our account people know all the current facts regarding the use and possible coverage of radio. If, as a result of this, we are able to service our accounts better, then our agency objective will have been achieved. Naturally, we believe that each account must be analyzed as a separate entity, but that within that account's advertising media structure we cannot afford to ignore consideration of radio. We realize that it will not be useful to every account, but that to some it may be, and that in every media consideration our position must be 'Don't Overlook Radio.'"

cable" is "from the stratosphere to the troposphere." This cost, Mr. Keefe said, "probably never will go below $7."

TvB charged that the *Tribune* in comparing newspaper with tv coverage used the latter term in a "dissimilar sense as it applies to each medium." It was critical of defining tv coverage as homes viewing tv each quarter hour and of newspaper coverage as the homes which buy the paper and presumably read it during a 24-hour period.

Of the "50" figure used by the *Tribune* in discussing ratings, TvB said "any media department junior knows that scheduling spots at various times of the day covers a vast net unduplicated audience far greater than indicated by any per telecast rating." Of the *Tribune* argument that the typical viewer is unaware of a commercial and does not have his gaze steadily on the screen, TvB asked for the paper's explanation as to why Alka Seltzer's "Speedy" —its salesman on tv spots—has become "one of America's best known trademarks after three to four years of television exposure?" and "how come Betty Furness sells so many refrigerators?"

TvB stressed that the *Tribune* in presenting case histories of national-advertiser declines in sales in the Chicago market (because of more tv but less newspaper space) was overly zealous against tv.

It asked the *Tribune* if tv was responsible for the following: advent of competition by sweetened cold cereals; for laboratory development of ammoniated toothpaste with special ingredients; for the switch by granulated soap lines to synthetic detergents and for loss of a share of one of its (*Tribune's*) advertisers simply because a competitor exerts advertising pressure in the same medium.

Why blame television for what happened in the laboratories? TvB asked.

# ARB STUDIES VIEWERS IN 140 MARKETS

## 'Abilene-to-Zanesville' study of small and medium sized markets is being made to give timebuyers information on areas where little detail has been available up to now.

A NEW STUDY of the television audience in 140 medium-to-small markets was launched a fortnight ago by the American Research Bureau. The firm says this latest survey, called the Abilene-to-Zanesville study, is in areas where there is no current market information.

The study extends from Feb. 21 through March 15 and a report is expected to be issued in late March. It will provide information on what are considered three basic items:

1. The percentage of homes having television.

2. The percentage of these homes able to receive each available vhf and uhf station, and the frequency of viewing.

3. The stations viewed most (first and second preference) in each market for daytime and for evening.

The interviewing is being conducted by telephone, based on systematic directory sampling, with 500 or more interviews being made in each area for a total of more than 71,000 completed cases. The study is to be extended to 163 cities in the 140 markets.

In commenting on the project, James Seiler, ARB director, said:

"In the medium-to-small markets—what we call the Abilene-to-Zanesville markets—there was no coverage at all. Timebuyers were forced to buy by the seat of their pants; a good guess was the chief guide to buying and selling literally millions of dollars worth of television time."

"By enabling advertisers to *know* that any station they are buying in these 163 cities will cover exactly what they want it to cover, ARB's new study will eliminate costly duplication and incomplete coverage. It will save many thousands of dollars for the sponsors and agencies involved."

ARB said it is planning to conduct a similar study regularly each year.

**MARKETS INCLUDED IN THE ARB 1955 ABILENE-TO-ZANESVILLE METROPOLITAN AREA COVERAGE STUDY**

Abilene, Tex., Akron, Ohio, Albany, Ga., Alexandria, La., Allentown, Pa., Altoona, Pa., Amarillo, Tex., Anderson, S. C., Ann Arbor, Mich., Appleton, Wis., Asheville, N. C., Ashland, Ky., Atlantic City, N. J., Auburn, Me., Augusta, Ga., Austin, Tex., Bangor, Me., Baton Rouge, La., Bay City, Mich., Beacon, N. Y., Beaumont, Tex., Bellingham, Wash., Bethlehem, Pa., Billings, Mont., Biloxi, Miss., Binghamton, N. Y., Bloomington, Ind., Boise, Idaho, Bridgeport, Conn., Brownsville, Tex.

Cadillac, Mich., Canton, Ohio, Cedar Rapids, Iowa, Champaign, Ill., Charleston, S. C., Charleston, W. Va., Chattanooga, Tenn., Colorado Springs, Colo., Columbus, Ga., Corpus Christi, Tex., Cumberland, Md., Danville, Ill., Danville, Va., Decatur, Ill., Des Moines, Iowa, Dubuque, Iowa, Duluth, Minn., Durham, N. C.

Easton, Pa., Eau Claire, Wis., Elkhart, Ind., Elmira, N. Y., El Paso, Tex., Erie, Pa., Eugene, Ore., Everett, Wash., Fayetteville, N. C., Flint, Mich., Florence, S. C., Fort Smith, Ark., Gadsden, Ala., Great Falls, Mont., Green Bay, Wis., Greensboro, N. C., Greenville, S. C., Gulfport, Miss.

Hagerstown, Md., Hamilton, Ohio, Harlingen, Tex., High Point, N. C., Holyoke, Mass., Huntington, W. Va., Jackson, Mich., Jackson, Miss., Jamestown, N. Y., Joplin, Mo., Kearney, Neb., Kenosha, Wis., Kingston, N. Y., Knoxville, Tenn., La Crosse, Wis., Lafayette, Ind., Lake Charles, La., Lansing, Mich., Lewiston, Me., Lexington, Ky., Lima, Ohio, Lincoln, Neb., Lubbock, Tex., Lynchburg, Va.

Macon, Ga., Madison, Wis., Manchester, N. H., Mansfield, Ohio, McAllen, Tex., Middletown, Ohio, Mobile, Ala., Montgomery, Ala., Newark, Ohio, Newburgh, N. Y., New Castle, Pa., New Haven, Conn., Norwalk, Conn., Orlando, Fla., Oshkosh, Wis.

Paducah, Ky., Pensacola, Fla., Pittsfield, Mass., Port Arthur, Tex., Portsmouth, Ohio, Poughkeepsie, N. Y., Pueblo, Colo., Quincy, Ill., Racine, Wis., Raleigh, N. C., Reading, Pa., Reno, Nev., Richmond, Ind., Roanoke, Va., Rome, N. Y., Saginaw, Mich., St. Joseph, Mo., St. Petersburg, Fla., Salem, Ore., San Angelo, Tex., San Bernardino, Calif., San Jose, Calif., Santa Barbara, Calif., Savannah, Ga., Sheboygan, Wis., Shreveport, La., Sioux City, Iowa, Sioux Falls, S. D., South Bend, Ind., Spartanburg, S. C., Springfield, Ill., Springfield, Mass., Springfield, Mo., Springfield, Ohio, Stamford, Conn., Steubenville, Ohio, Stockton, Calif., Superior, Minn.

Tampa, Fla., Temple, Tex., Texarkana, Tex., Topeka, Kan., Traverse City, Mich., Tucson, Ariz., Tyler, Tex., Urbana, Ill., Utica, N. Y., Waco, Tex., Waterbury, Conn., Waterloo, Iowa, Weslaco, Tex., Wheeling, W. Va., Wichita Falls, Tex., Williamsport, Pa., Wilmington, N. C., Worcester, Mass., York, Pa., Zanesville, Ohio.

**CITIES COMBINED FOR REPORT PURPOSES AS A SINGLE AREA**

Allentown-Bethlehem-Easton, Ashland-Huntington, Auburn-Lewiston, Bay City-Saginaw, Beacon-Kingston-Newburgh-Poughkeepsie, Beaumont-Port Arthur, Biloxi-Gulfport, Bridgeport-Norwalk-Stamford, Brownsville-Harlingen-McAllen-Weslaco, Champaign-Urbana, Duluth-Superior, Greensboro-High Point, Hamilton-Middletown, Holyoke-Springfield, Rome-Utica, St. Petersburg-Tampa, Steubenville-Wheeling.

## Grey Names Mayer, Ungar

DAVID MAYER, Grey Adv., New York, has been promoted to account executive with Joseph Ungar named to succeed him as director of marketing and sales development. Mr. Mayer will serve in the agency's liquor group. Mr. Ungar, who is now joining Grey, had his own sales promotion consultant service, and before that was promotion director for American Safety Razor Co.

# R&R'S RYAN RETIRES; FOUR GET NEW JOBS

A SERIES of major changes in the executive staff of Ruthrauff & Ryan, New York, went into effect last week when Frederick B. Ryan retired as board chairman after 43 years with the agency.

Frederick (Barry) Ryan Jr., president, became chairman; Robert M. Watson, executive vice president of eastern operations, took over as president; Paul E. Watson, executive vice president of the western division, became chairman of the executive committee, and Tod Reed, vice president, was named executive vice president in charge of eastern operations.

The agency was founded by the senior Mr. Ryan with the late Wilbur Ruthrauff as a mail-order business with only a few employes. There are now 650 employes and offices in 13 cities in this country and Canada. R&R ranks 20th in the country in combined radio-tv billings with $13 million.

Barry Ryan, the new chairman, has been

F. B. RYAN JR. F. B. RYAN SR.

with the agency for the past 27 years and has been president since 1946.

Robert Watson has been with the firm since 1940. He takes over the presidency after filling the post of executive vice president of eastern operations since 1952.

Paul Watson founded the agency's western division in Chicago in 1921 and has been executive vice president in charge of the western offices.

Mr. Reed has been with the agency since 1938 and moves to his new position after being vice president in charge of the Detroit office.

F. B. Ryan, in announcing his decision to retire, said, "In recent years, I have gradually withdrawn from active participation. With my resignation from chairman of the board of directors, I make my separation from the agency official . . . I am mindful of the fact that the swiftly moving times make it necessary, and quite properly so, for young men and minds to take the helm. With my resignation, the active management of Ruthrauff & Ryan becomes one of aggressive youthfulness."

## Kenkel, Stisser Elected Vice Presidents of Hooper

ELECTION of Fred H. Kenkel and Frank Stisser as vice president of C. E. Hooper Inc., is being announced by the company today (Monday).

Both Mr. Kenkel, who has been a vice president of the A. C. Nielsen Co., and Mr. Stisser, who has been with Hooper since 1951, devote a large part of their time to the radio division of the broadcast measurement firm's business.

The new offices of C. E. Hooper Inc., will be located, as of tomorrow (Tuesday), in the recently-completed building at 579 Fifth Ave., New York, N. Y. Production is carried on at the company's plant in Norwalk, Conn.

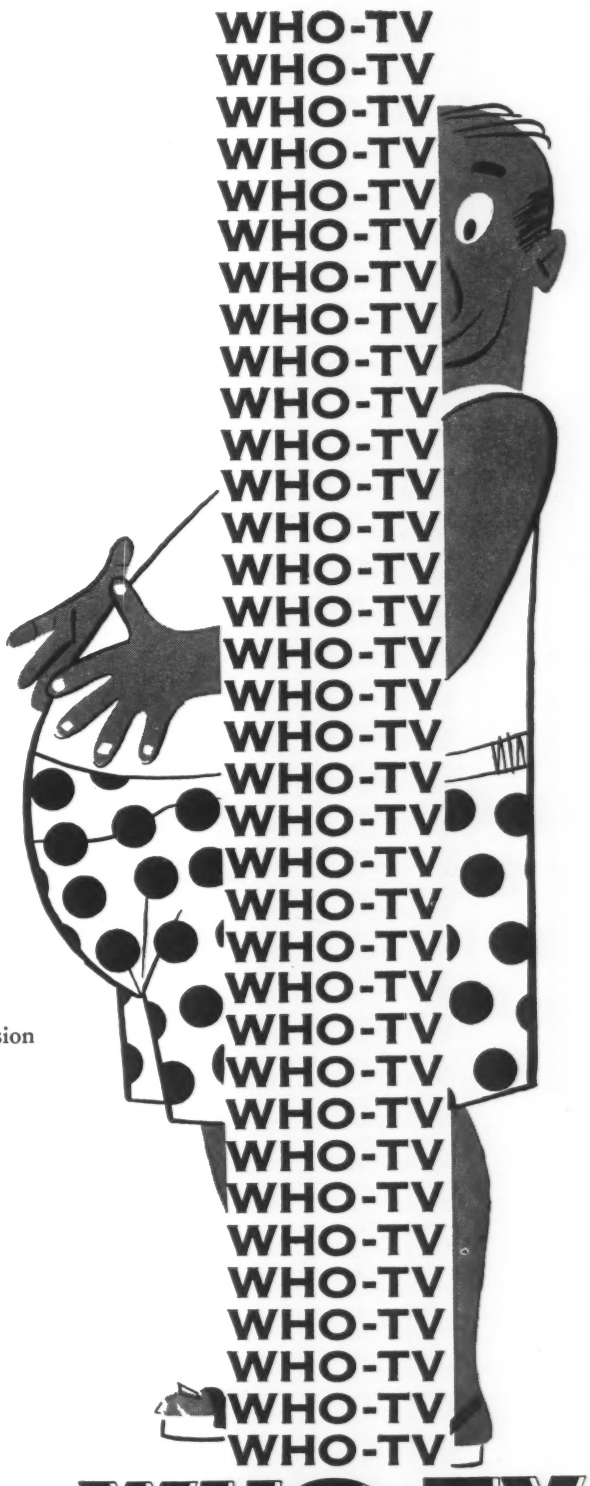
*(A&A continues on page 56)*

# Getting bigger and BIGGER!

BACK in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

Today, we estimate that WHO-TV has coverage of a minimum of 302,000 sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

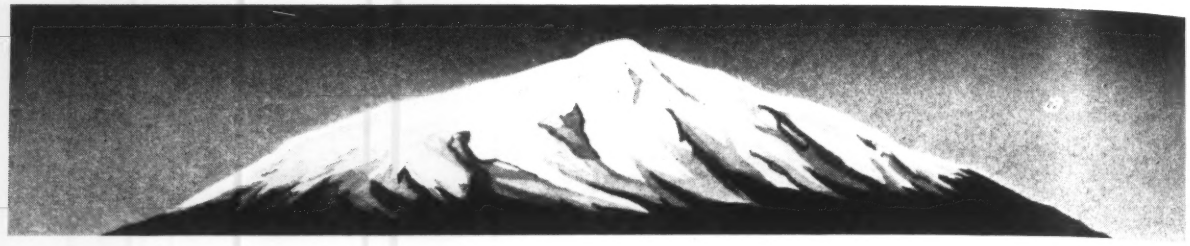
WHO-TV's Audience is getting bigger and bigger. Free & Peters have latest facts.




**WHO-TV**

**Channel 13 • Des Moines • NBC**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
*National Representatives*



# MT. WASHINGTON TV

*"Best darn salesman I've ever seen!"*

You know that the salesman who makes the most calls gets the most orders. That's why Mt. Washington TV is the "*Best* darn salesman" you can buy—*it makes more calls*—reaches more people in Maine, Vermont and New Hampshire.

That's why the sponsors of Two For The Money, Red Skelton and Voice of Firestone hired Mt. Washington TV . . . because Mt. Washington TV *does* make the most calls . . . and at about *half the cost* of any other three TV stations in the area combined.

**CBS-ABC** WMTW **Channel 8**

**John H. Norton, Jr., Vice Pres. and General Manager** **REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.**

# WHAT HAS HAPPENED TO COLOR TV?

## *THE STATIONS ARE READY BUT THE SETS HAVEN'T SHOWED UP*

THERE are now 184 tv stations in the country equipped to rebroadcast network color programs in color in their communities. There are 46 tv stations equipped to originate some colorcasts locally: all 46 can broadcast slides in color; 45 can colorcast film and 15 have equipment enabling them to present live studio shows in color.

Those figures come chiefly from tv broadcasters' replies to a B•T questionnaire, augmented with data from the tv networks and station representatives. Some tv station operators said they'll equip to rebroadcast network color shows as soon as AT&T can deliver color to the station. What AT&T now delivers is shown in a map on page 44.

The nation's tv broadcasters have made a good start toward providing a color tv service for the nation's viewers. But, like the tango, it takes two to make television—receivers as well as transmitters. A telecast, whether in "glorious color" or old-fashioned black-and-white, has value only in so far as it is received, and today's colorcasts are being received almost entirely in black-and-white.

Last year was the year that color was to come into its own, following the FCC ruling in December 1953 that authorized the commercial use of the compatible color system endorsed by most of the manufacturers of tv receivers. In 1954, 21,500 color sets came off the production lines.

Of that total, an estimated 15,000 color sets have gotten into circulation.

The broadcaster's viewpoint on color was succinctly stated by NBC President Sylvester L. Weaver in an interview with B•T (Feb. 28) in which he said: "From my side, as a broadcaster, we expected a certain flow of [color] sets and we haven't got it."

The outlook on the station side is as rosy as a Kodachrome sunset. According to current expectations, by the end of 1955 there will be 212 stations equipped to rebroadcast network color programs in full color; 94 will be able to colorcast slides; 90 films from their own stations, and 30 equipped for live studio programming in color, and those are minimum figures.

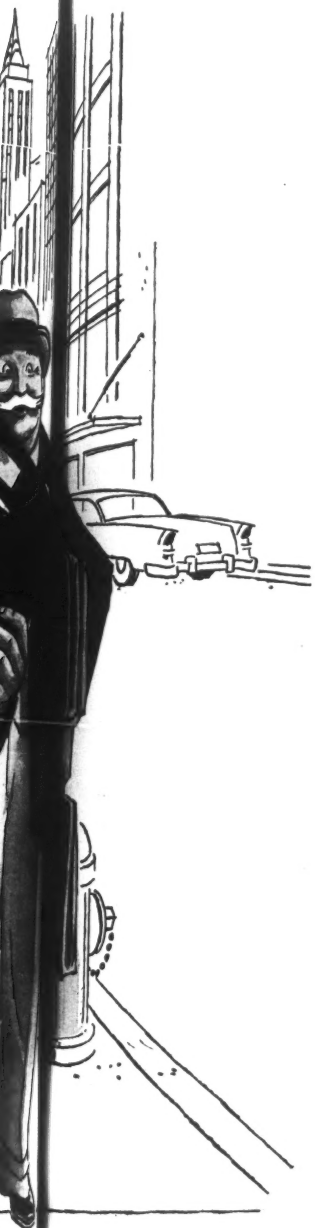
In contrast to the glowing outlook for color programming in 1955, the best the set makers expect to do seems pretty pale—300,000 is the most optimistic color set estimate and most manufacturers put the 1955 industry total at between 100,000 and 200,000.

So, at best, the total number of homes and out-of-home viewing locations equipped to receive tv colorcasts in color at year's end will be less than 1% of the monochrome tv set count—35.7 million as of Feb. 28.

Contrast color program service already being broadcast over the area in which about 90% of the country's population resides with sets enough for less than 1% of these people to receive those programs. Then ask what's holding up color tv.

| STATIONS | NETWORK PROGRAMS | LOCAL ORIGINATIONS Slides | Film | Live |
|---|---|---|---|---|
| **ALABAMA** | | | | |
| WABT Birmingham | Now | | | |
| WBRC-TV Birmingham | Now | March | April | |
| WCOV-TV Montgomery | Fall | | | |
| **ARIZONA** | | | | |
| KVAR Mesa | Now | | | |
| KOOL-TV Phoenix | Now | Fall | Fall | |
| KPHO-TV Phoenix | Now | March | March | Sept. |
| KVOA-TV Tucson | 1956 | 1956 | 1956 | |
| **ARKANSAS** | | | | |
| KARK-TV Little Rock | April | | | |
| KATV Pine Bluff | Now | | | |
| **CALIFORNIA** | | | | |
| KERO-TV Bakersfield | Now | | | |
| KJEO Fresno | Now | | | |
| KMJ-TV Fresno | Now | | | |
| KHJ-TV Los Angeles | March | March | March | |
| KNXT Los Angeles | Now | Now | Now | Now |
| KRCA Los Angeles | Now | Now | Now | Now |
| KTLA Los Angeles | Now | Now | Now | Now |
| KTTV Los Angeles | | Now | | |
| KFMB-TV San Diego | Now | July | July | |
| KFSD-TV San Diego | Now | | | |
| KPIX San Francisco | Now | | | |
| KRON-TV San Francisco | Now | Now | Now | Ordered |
| KEYT Santa Barbara | July | Dec. | 1956 | 1956 |

| STATIONS | NETWORK PROGRAMS | LOCAL ORIGINATIONS Slides | Film | Live |
|---|---|---|---|---|
| **COLORADO** | | | | |
| KKTV Colo. Springs | Ordered | | | |
| KFEL-TV Denver | | Now | Now | |
| KLZ-TV Denver | Now | Nov. | Nov. | |
| KOA-TV Denver | Now | | | |
| **CONNECTICUT** | | | | |
| WKNB-TV New Britain | Now | | | |
| WNHC-TV New Haven | Now | June | June | |
| **DELAWARE** | | | | |
| WDEL-TV Wilmington | Now | Now | Now | July |
| **DISTRICT OF COLUMBIA** | | | | |
| WRC-TV Washington | Now | Now | Now | |
| WTOP-TV Washington | Now | | | |
| WTTG Washington | Spring | Spring | Spring | Fall |
| **FLORIDA** | | | | |
| WJHP-TV Jacksonville | Now | | | |
| WMBR-TV Jacksonville | Now | | | |
| WGBS-TV Miami | Now | | | |
| WTVJ Miami | Now | Spring | Spring | |
| WDBO-TV Orlando | Now | | | |
| **GEORGIA** | | | | |
| WAGA-TV Atlanta | Now | | | |
| WSB-TV Atlanta | Now | Now | Now | Fall |
| WJBF-TV Augusta | Now | Ordered | Ordered | Ordered |
| WRBL-TV Columbus | Now | Nov. | 1956 | 1957 |
| WMAZ-TV Macon | Now | | | |



# OUR NEW YORK OFFICE HAS MOVED TO 250 PARK AVE.

## EFFECTIVE MARCH 7TH

# FREE & PETERS INC.

*Pioneer Station Representatives Since 1932*

EW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

| STATIONS | NETWORK PROGRAMS | LOCAL ORIGINATIONS Slides | Film | Live |
|---|---|---|---|---|
| **IDAHO** | | | | |
| KBOI-TV Boise | | Now | Now | |
| **ILLINOIS** | | | | |
| WCIA Champaign | Now | | | |
| WBBM-TV Chicago | Now | | | |
| WGN-TV Chicago | Fall | Fall | Fall | |
| WNBQ Chicago | Now | Now | Now | Sept. |
| WEEK-TV Peoria | Now | | | |
| WTVH-TV Peoria | Now | | | |
| WGEM-TV Quincy | Now | | | |
| WREX-TV Rockford | Fall | Fall | Fall | |
| WHBF-TV Rock Island | Now | | | |
| **INDIANA** | | | | |
| WTTV Bloomington | Now | Fall | Fall | Fall |
| WSJV Elkhart | | Now | Spring | Fall |
| WFIE Evansville | March | | | |
| WKJG-TV Fort Wayne | Now | | | |
| WFBM-TV Indianapolis | Now | March | March | |
| WISH-TV Indianapolis | Now | | | |
| WLBC-TV Muncie | Now | | | |
| WSBT-TV South Bend | Now | | | |
| WTHI-TV Terre Haute | Now | | | |
| WINT Waterloo | Now | | | |
| **IOWA** | | | | |
| WOI-TV Ames | Now | | | |
| WMT-TV Cedar Rapids | Now | Nov. | Nov. | |
| WOC-TV Davenport | Now | | | |
| WHO-TV Des Moines | Now | June | June | Sept. |
| KQTV Fort Dodge | Now | | | |
| KTIV Sioux City | Now | | | |
| KVTV Sioux City | Now | | | |
| **KANSAS** | | | | |
| KTVH Hutchinson | Now | | | |
| WIBW-TV Topeka | Now | | | |
| KAKE-TV Wichita | Now | | | |
| KEDD Wichita | April | | | |
| **KENTUCKY** | | | | |
| WEHT Henderson | Now | | | |
| WAVE-TV Louisville | Now | | | |
| WHAS-TV Louisville | Now | | | |
| **LOUISIANA** | | | | |
| KNOE-TV Monroe | Now | Sept. | Sept. | 1956 |
| WDSU-TV New Orleans | Now | March | Now | Now |
| **MAINE** | | | | |
| WABI-TV Bangor | Now | | | |
| WCSH-TV Portland | Now | | | |
| WGAN-TV Portland | Now | | | |
| **MARYLAND** | | | | |
| WAAM Baltimore | April | April | April | |
| WBAL-TV Baltimore | Now | Now | Now | Now |
| WMAR-TV Baltimore | Now | Now | Now | |
| **MASSACHUSETTS** | | | | |
| WBZ-TV Boston | Now | Now | Now | |
| WNAC-TV Boston | Now | | | |
| WWLP Springfield | Now | | | |
| **MICHIGAN** | | | | |
| WNEM-TV Bay City | Now | | | |
| WJBK-TV Detroit | Now | | | |
| WWJ-TV Detroit | Now | June | June | |
| WOOD-TV Grand Rapids | Now | | | |
| WKZO-TV Kalamazoo | Now | | | |
| WJIM-TV Lansing | Now | | | |
| WKNX-TV Saginaw | Now | | | |
| **MINNESOTA** | | | | |
| WCCO-TV Minneapolis | Now | Now | Now | Now |
| KROC-TV Rochester | May | | | |
| KSTP-TV St. Paul | Now | Now | Now | |
| **MISSISSIPPI** | | | | |
| WJTV Jackson | Now | | | |
| WLBT Jackson | Now | | | |
| **MISSOURI** | | | | |
| KHQA-TV Hannibal | Now | | | |
| KSWM-TV Joplin | March | | | |

| STATIONS | NETWORK PROGRAMS | LOCAL ORIGINATIONS Slides | Film | Live |
|---|---|---|---|---|
| KCMO-TV Kansas City | Now | | | |
| KMBC-TV Kansas City | Now | Now | Now | Now |
| WDAF-TV Kansas City | Now | Now | Now | |
| KSD-TV St. Louis | Now | Now | Now | Fall |
| KWK-TV St. Louis | Now | | | |
| KTTS-TV Springfield | Now | | | |
| KYTV Springfield | Now | | | |
| **NEBRASKA** | | | | |
| KHOL-TV Kearney | Fall | | | |
| KMTV Omaha | Now | Dec. | Dec. | |
| WOW-TV Omaha | Now | | | |
| **NEW YORK** | | | | |
| WNBF-TV Binghamton | Now | | | |
| WBEN-TV Buffalo | Now | Now | Now | Now |
| WGR-TV Buffalo | Now | Summer | Summer | |
| WABD New York | | Now | Now | |
| WCBS-TV New York | Now | Now | Now | Now |
| WRCA-TV New York | Now | Now | Now | Now |
| WHAM-TV Rochester | Now | April | April | |
| WHEC-TV Rochester | Now | July | July | |
| WVET-TV Rochester | Now | July | July | |
| WRGB Schenectady | Now | Fall | Fall | 1956 |
| WHEN-TV Syracuse | Now | | | |
| WSYR-TV Syracuse | Now | Now | Now | |
| WKTV Utica | Now | June | June | Sept. |
| **NORTH CAROLINA** | | | | |
| WBTV Charlotte | Now | Now | Now | |
| WFMY-TV Greensboro | Now | Now | Now | |
| WNCT Greenville | Fall | | | |
| WNAO-TV Raleigh | Now | | | |
| WSJS-TV Winston-Salem | Now | Fall | Fall | |
| **NORTH DAKOTA** | | | | |
| KXJB-TV Valley City | Now | Now | Now | |
| **OHIO** | | | | |
| WCPO-TV Cincinnati | Now | Fall | Fall | Fall |
| WKRC-TV Cincinnati | March | Oct. | Oct. | Oct. |
| WLWT Cincinnati | Now | | | |
| WEWS Cleveland | Now | April | April | |
| WNBK Cleveland | Now | Now | Now | |
| WBNS-TV Columbus | Now | Nov. | Nov. | |
| WLWC Columbus | Now | | | |
| WHIO-TV Dayton | Now | Fall | Fall | |
| WLWD Dayton | Now | | | |
| WSPD-TV Toledo | Now | March | Sept. | 1956 |
| WFMJ-TV Youngstown | Now | | | |
| WKBN-TV Youngstown | Now | | | |
| WHIZ-TV Zanesville | Now | | | |
| **OKLAHOMA** | | | | |
| KTEN Ada | Now | | | |
| KTVX Muskogee | Now | Ordered | Ordered | |
| KWTV Oklahoma City | Now | Fall | | |
| WKY-TV Oklahoma City | Now | Now | Now | Now |
| KOTV Tulsa | Now | | | |
| **OREGON** | | | | |
| KOIN-TV Portland | Now | | | |
| KPTV Portland | Now | Fall | Fall | |
| **PENNSYLVANIA** | | | | |
| WFBG-TV Altoona | Now | | | |
| WLEV-TV Bethlehem | Now | | | |
| WICU Erie | Now | Fall | Fall | |
| WSEE Erie | Now | | | |
| WCMB-TV Harrisburg | Now | | | |
| WTPA Harrisburg | Now | Ordered | Ordered | |
| WJAC-TV Johnstown | Now | Now | Now | |
| WGAL-TV Lancaster | Now | Now | Now | June |
| WCAU-TV Philadelphia | Now | Ordered | Ordered | |
| WFIL-TV Philadelphia | Now | Now | Now | |
| WPTZ Philadelphia | Now | Now | Now | June |
| KDKA-TV Pittsburgh | Now | | | |
| WENS Pittsburgh | Fall | | | |
| WHUM-TV Reading | Spring | | | |
| WBRE-TV Wilkes-Barre | Now | Fall | Fall | 1957 |
| WILK-TV Wilkes-Barre | Now | | | |

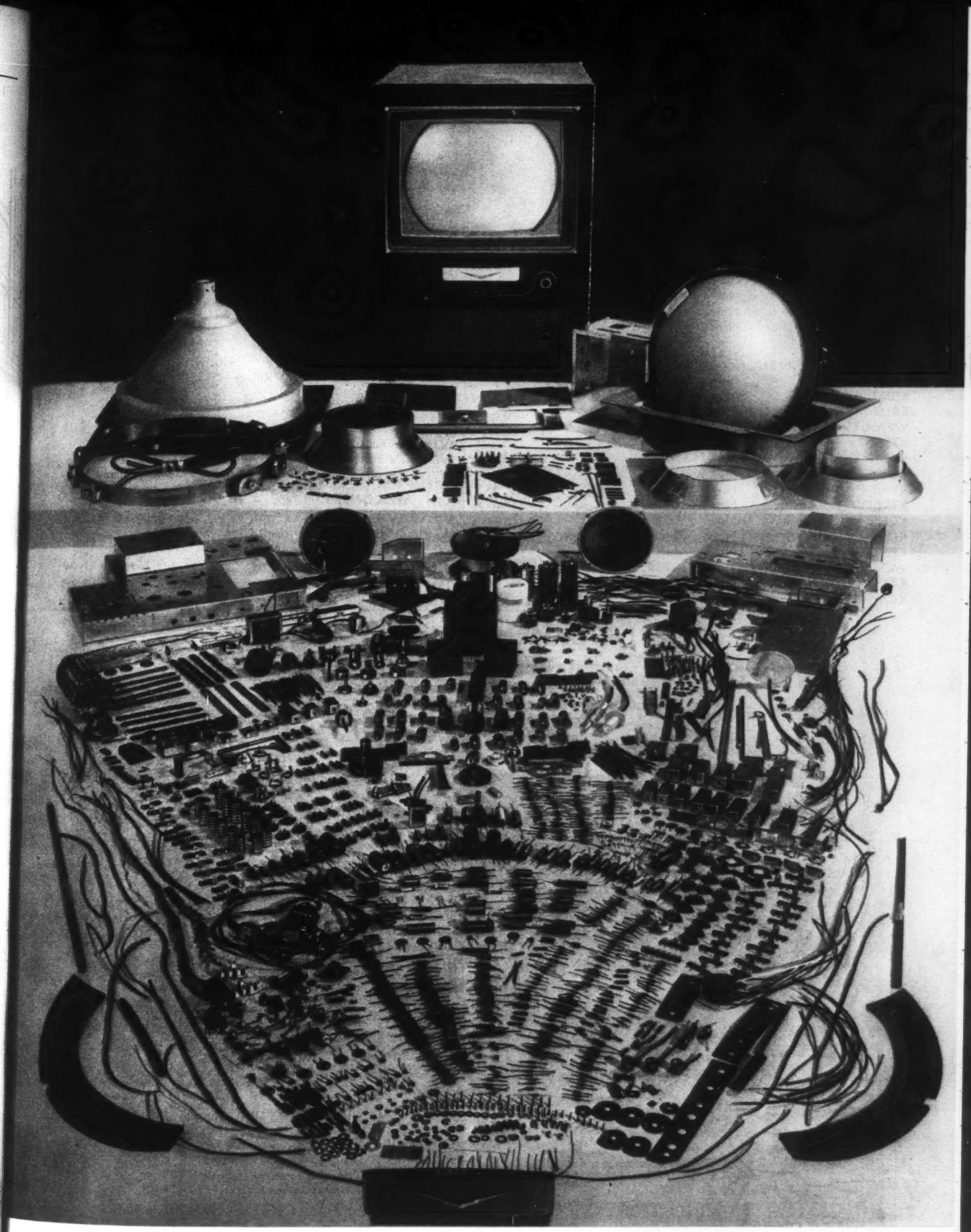


Photo Courtesy RCA

## WHY COLOR COSTS SO MUCH

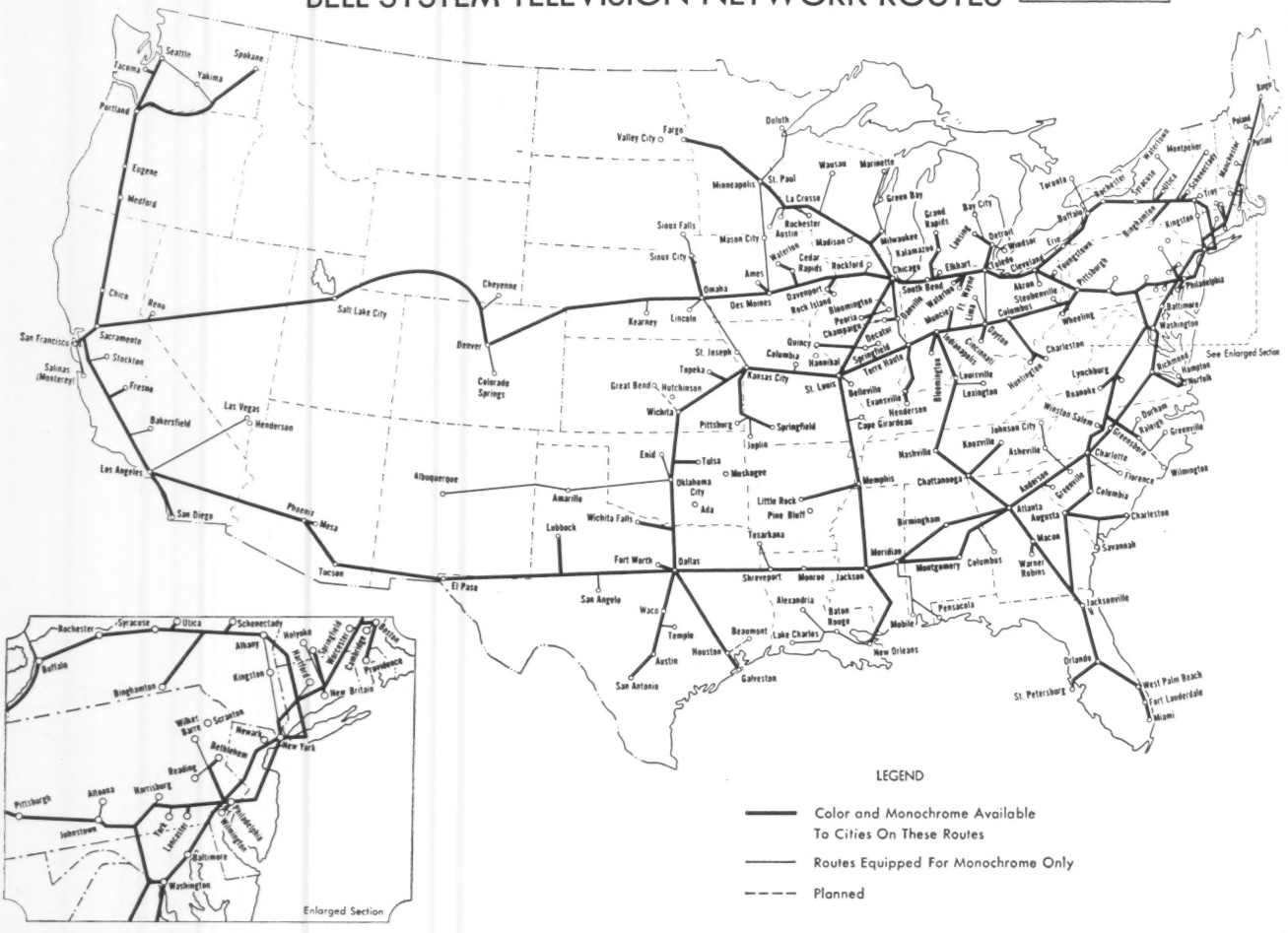
IT TAKES 2,076 parts to make an RCA Victor 21-inch color television set . . . and almost half that many dollars to buy and install one.

| STATIONS | NETWORK PROGRAMS | LOCAL ORIGINATIONS Slides | Film | Live |
|---|---|---|---|---|
| **RHODE ISLAND** | | | | |
| WJAR-TV Providence | Now | March | March | |
| **SOUTH CAROLINA** | | | | |
| WAIM-TV Anderson | Now | | | |
| WCSC-TV Charleston | Now | | | |
| WIS-TV Columbia | Summer | | | |
| WNOK-TV Columbia | June | 1956 | 1956 | |
| WFBC-TV Greenville | Now | | | |
| WGVL Greenville | Summer | | | |
| **TENNESSEE** | | | | |
| WDEF-TV Chattanooga | March | | | |
| WATE-TV Knoxville | Now | | | |
| WTSK-TV Knoxville | Now | | | |
| WMCT Memphis | Now | Nov. | Nov. | 1956 |
| WSM-TV Nashville | Now | March | March | |
| WLAC-TV Old Hickory | Now | Now | Now | |
| **TEXAS** | | | | |
| KGNC-TV Amarillo | March | | | |
| KTBC-TV Austin | Now | | | |
| KBMT Beaumont | Now | Now | Now | Now |
| KRLD-TV Dallas | Now | | | |
| WFAA-TV Dallas | Now | | | |
| KTSM-TV El Paso | Fall | | | |
| WBAP-TV Fort Worth | Now | Now | Now | Now |
| KGUL-TV Galveston | March | | | |
| KPRC-TV Houston | Now | May | May | Oct. |
| KTRK-TV Houston | Now | Now | Now | |
| KCBD-TV Lubbock | Now | | | |
| KDUB-TV Lubbock | Now | March | March | 1956 |
| KENS-TV San Antonio | Now | | | |
| WOAI-TV San Antonio | Now | Fall | Fall | Fall |
| KCEN-TV Temple | Now | | | |
| KCMC-TV Texarkana | Ordered | | | |

| STATIONS | NETWORK PROGRAMS | LOCAL ORIGINATIONS Slides | Film | Live |
|---|---|---|---|---|
| KDFX-TV Wichita Falls | Now | | | |
| KWFT-TV Wichita Falls | Now | | | |
| **UTAH** | | | | |
| KSL-TV Salt Lake City | Now | Oct. | Oct. | 1956 |
| KTVT Salt Lake City | Now | July | Oct. | |
| KUTV Salt Lake City | June | | | |
| **VIRGINIA** | | | | |
| WVEC-TV Hampton | Now | | | |
| WLVA-TV Lynchburg | Now | | | |
| WTAR-TV Norfolk | Now | Sept. | Sept. | 1956 |
| WTVR Richmond | Now | Now | Now | |
| WSLS-TV Roanoke | Now | Ordered | Ordered | |
| **WASHINGTON** | | | | |
| KING-TV Seattle | Now | Now | Now | |
| KOMO-TV Seattle | Now | March | March | |
| KHQ-TV Spokane | Now | Now | Now | |
| KREM-TV Spokane | Now | Now | Now | |
| KTNT-TV Tacoma | Now | | | |
| KIMA-TV Yakima | Aug. | | | |
| **WEST VIRGINIA** | | | | |
| WCHS-TV Charleston | Now | Now | Now | |
| WJPB-TV Fairmont | Now | Ordered | Ordered | |
| WSAZ-TV Huntington | Now | Now | Now | July |
| WTRF-TV Wheeling | Now | | | |
| **WISCONSIN** | | | | |
| WEAU-TV Eau Claire | Sept. | | | |
| WFRV-TV Green Bay | April | | | |
| WKOW-TV Madison | Now | | | |
| WTMJ-TV Milwaukee | Now | Now | Now | Now |
| WTVW Milwaukee | Now | Now | Now | Now |
| WXIX Milwaukee | Now | | | |

## BELL SYSTEM TELEVISION NETWORK ROUTES

FEBRUARY 1, 1955



*greater Nashville watches channel* **5**

- for weather reports
- for news (CBS and local)
- for top-notch, top rated entertainment
- for advertising results
- for availabilities, check our national reps, The Katz Agency

the CBS station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville's highest towered, maximum powered station.

**WLAC-TV**

100,000 watts channel 5

CBS Basic Affiliate

Nashville, Tennessee

# THE DECLINE AND FALL OF TELEVISION

**A TRAGEDY IN ONE ACT**
**By David C. Chopin**

*Copy and Creative Department*
*Batz-Hodgson-Neuwoehner Adv. Agency*
*St. Louis*

TIME: The year 1984.

SCENE: The living room of an average American home. Sonny, a thoughtful, intelligent-looking 9-year-old, is sprawled on the floor reading a history book. His father is in an armchair, reading a magazine.

SONNY: Daddy, what was television?

DADDY: Huh? You say something, son?

SONNY: I said, what was television? It says something about television here in my history book, but it doesn't tell what it was.

DADDY: Television, son, was a form of entertainment that almost every family in the country used to enjoy.

SONNY: What was it like?

DADDY: Well, practically every home had a television set—a big box with a picture screen—just like the movies, only not as large.

SONNY: You mean you could get movies right in your home?

DADDY: That's right. Only they weren't movies, exactly. We called them tv, or television, programs. And what fine programs they were, most of them. Good plays, exciting sports, variety, comedy, music—anything and everything in entertainment.

SONNY: How much did you have to pay to watch these programs?

DADDY: Nothing. Oh, you had to buy the tv set, all right. But the entertainment was free.

SONNY: But, daddy, somebody had to pay for the programs.

DADDY: That's right, son. The bill was paid by sponsors.

SONNY: Who were they?

DADDY: They were manufacturers of products that were sold to the public. They wanted to let people know about their products, so they bought time on television to deliver their sales story. These sales messages were called commercials.

SONNY: Would he take a lot of time on the program for his com—, com—

DADDY: Commercials. No, he'd take only a couple of minutes.

SONNY: You mean, he was willing to pay all that money for time and talent, and all he asked for was a couple of minutes on each program for his commercial?

DADDY: That's right, son. But it seems that even a couple of minutes were too much for some people. They didn't like commercials.

SONNY: So what happened?

DADDY: So some genius invented a gadget that cut the advertising message right off the air.

SONNY: Did he sell a lot of them?

DADDY: Quite a few. And then some more geniuses began to make these gadgets and sell them, and soon there were millions of gadgets in television homes all over the country. Now, son, let's see how smart you are. Can you figure out what happened?

SONNY: (Thinking for a minute) Oh, I get it. The sponsors stopped buying the time on television.

DADDY: That's exactly right. Any advertiser with any sense at all wasn't going to invest his money in an expensive television show, knowing that millions of people enjoying that very same show were waiting to cut him off the minute he started to try and sell his product.

SONNY: Were there any programs left after that?

DADDY: Oh, we used to get things like chamber music by the Upper Sandusky High School String Quartet, and panel discussions on North American plant life by the Long Island Horticultural Society. But soon folks stopped watching these programs, too. Television finally just faded out of the picture.

SONNY: Those people who made the gadgets that turned off the television programs, they didn't like advertising, did they?

DADDY: Apparently not. And they tried to make others not like advertising either.

SONNY: But daddy, how did they let the public know they had these gadgets to sell?

DADDY: With advertising, son.

SONNY: Daddy, you're kidding!

DADDY: So help me, I'm serious. They used advertising in one medium to try and kill advertising in another medium. They bought ads in newspapers and magazines.

SONNY: (After long, deep thought) Daddy, supposing, just supposing, that some other genius had invented a gadget that automatically covered up the ads in newspapers and magazines so you wouldn't have to look at them . . .

DADDY: Yes?

SONNY: Then these people who made the gadgets that cut off the television commercials—they wouldn't have been able to sell many gadgets, would they?

DADDY: That's right, son.

(Curtain)

# NOW

## MINE, ALL MINE!

Yep, old Cal Sales is right! What's more, KSBW-TV's UNDUPLICATED COVERAGE of 92,000 high-income families can be ALL YOURS—at the lowest cost-per-thousand in TV! KSBW-TV's purchase of KMBY-TV in Monterey has been approved by the FCC and now there's only one station tapping the $2,697,721,000 Sales Potential* in the rich Central Coast of California. It's California's newest Metropolitan Market and it's all yours on KSBW-TV—One Big Station in One Big Market!

* Consumer Markets—SRDS

# KSBW-TV

## CHANNEL 8

SALINAS—MONTEREY
CALIFORNIA

# KMPC Leads

## all Los Angeles Area Independent Radio Stations and One Network Station in Share of Audience 6 A.M. to 6 P.M.*

*First Nielsen Station Index Area Audience Measurement for Los Angeles NSI Area (Dec. 1954) Issued February 15, 1955.

# KMPC

**710 kc. LOS ANGELES**

*West's No. 1 Independent for Listeners and Advertisers*

50,000 watts days, 10,000 watts nights
Gene Autry, President • R. O. Reynolds, Vice President & General Manager
Represented Nationally by **A. M. RADIO SALES**
Chicago • New York • Los Angeles • San Francisco

# GAMBLING AT THE GARDEN

## IT'LL BE SRO FOR JOHN GAMBLING'S 30TH ANNIVERSARY TUESDAY

By Patricia Kielty

"I'VE BEEN LUCKY. I'm sold on my work . . . always have been. If you believe in what you're doing you're in the right profession. For me, it will always be radio."

That's the nut-shell business philosophy of John B. Gambling, host on *Rambling With Gambling*, 6-7 a.m., *Musical Clock*, 7:15-8 a.m., and *Second Breakfast*, 9-9:15 a.m., weekday shows, and the Saturday *John Gambling Show*, 8:15-9 a.m.—all on WOR New York. Mr. Gambling has been getting his listeners out of bed daily for 30 years now, with a blend of music, news commentary, weather reports and a good deal of mild-mannered, soft-spoken charm that has made the prospects of greeting the new day a happier experience for a lot of people.

Tomorrow (Tuesday) morning, Mr. Gambling's lengthy career will be highlighted by a 30th anniversary party at Madison Square Garden. To the conventional party-goer, a 7:15 a.m. invitation might seem a bit out of the ordinary. But thousands of radio listeners took it in stride. More than 51,000 Gambling fans wrote for tickets to attend the Garden festivities when it was announced that WOR was throwing a party for one of its most famous air personalities and successful salesmen.

Mr. Gambling confesses he was skeptical when it was suggested that his anniversary be celebrated in the Garden. "The seating capacity there is 17,500," he said. "I frankly never thought we could fill it at such an early hour. The request for tickets has really amazed me."

Though the size of Mr. Gambling's following seemed to take him by surprise, it conclusively demonstrates the power of radio as well as his own audience appeal. The Gambling sponsor tale is a similar one. An advertiser's product about to undergo the Gambling treatment immediately becomes a potential success story. Currently, "the human alarm clock," as Mr. Gambling is often called, is on-the-air ambassador for some 50 sponsors in participation or quarter-hour-segment campaigns. Included in the roster are such blue-chip clients as Metropolitan Life, Chase National Bank, Sinclair Oil and Lincoln-Mercury.

During 1954, Gambling advertisers spent in excess of $750,000 on WOR. Station files are well stocked with letters from Gambling sponsors tracing growth of sales and business expansion as a direct result of a Gambling campaign. In fact, Gambling sponsors were among the first to offer support to the 30th anniversary celebration.

The first 10,000 ladies to arrive at the Garden tomorrow will receive orchids, courtesy of Chase National Bank. Another 10,000 will go home with cook books provided by Metropolitan Life. Scandinavian Airlines has come up with three gifts of European origin: a bottle of perfume flown in from Paris, an original Wedgwood flower vase and grid from London and a Gucci leather handbag imported from Rome.

The Gambling party-goers will drink an estimated 1,000 gallons of coffee from Beech-Nut Co. and eat 50,000 doughnuts from Dugan Bros. One lucky spectator will be the richer for receiving 100 shares of Axe-Houton Mutual Fund "B" worth $2,500. Additional gifts that will be given to the audience through drawings range from a muskrat coat to Dodger tickets.

When the Gambling salute gets underway tomorrow morning, radio veterans as well as Mr. Gambling's contemporaries will be on hand to pay their compliments to the WOR star. Mr. Gambling plans to broadcast his 6-7 a.m. show from the WOR studios and then join the party. Between 7:15 and 11 a.m., the entire morning line-up of WOR personalities will originate their programs from the Garden. The shows include broadcasts by Dorothy Kilgallen and husband Dick Kollmar, Alfred and Dora McCann, Martha Deane and Joe Bier. Ray Heatherton and Ted Steele will act as toastmasters, introducing guests from radio, television, politics and business.

The career that has led to the Garden festivities started in 1925 when John Gambling joined WOR as a radio engineer. "In those days," Mr. Gambling recalls, "there were no specialists. You had to be a jack-of-all-trades. So it was nothing unusual for an engineer to end up behind the mike in the course of a normal day."

Mr. Gambling's first broadcast was on March 8. His early days in radio were passed as a gym instructor. It was Mr. Gambling who broadcast *The Road to Wellville Gym Class* daily on WOR, under the sponsorship of Postum Cereal Co., when such program fare was as much the vogue as the music-and-news format is today. When the era of the early morning exercise instruction passed, Mr. Gambling was keyed for the change. He dropped the gymnastics but kept the music, filling in with ad lib commentary, news flashes, public service announcements, weather forecasts and time signals.

At one time Mr. Gambling used live music supplied by a four-piece band. Now his music is on records, but essentially the show has not been altered since the gym instruction was dropped from the format. In spite of the vast changes in the medium, Mr. Gambling's style has remained the same. He points out that "style after all is really synonymous with one's personality."

Mr. Gambling attributes his loyal and increasing audience largely to the informality of his shows. "My audiences and I meet on a common ground," he says. "When I went into the radio business I brought one important theory with me. I believed that people were not very different from each other or, indeed, from me. I felt that what interested me would interest my listeners, too."

From the first, Mr. Gambling tried to build a friend-to-friend rather than entertainer-to-audience relationship with his listeners. "In that respect, I think I've succeeded. Salutations on the bulk of my mail read 'Dear John,' seldom 'Dear Mr. Gambling.'"

It is undoubtedly this personal touch which has made Mr. Gambling the believable salesman that he is. He knows his advertisers—most of them personally—and always makes a point of knowing the prod-

ucts they sell. In January 1953, after Mr. Gambling had inspected some real estate up for sale in Florida by Plantation Estates, WOR sold the firm on the idea of a radio campaign. The audience Plantation wished to reach were prospective buyers of Florida home sites, particularly people thinking in terms of retiring. The real estate company agreed to test radio with one 1-minute spot on the Saturday morning *John Gambling Show*.

Until the firm entered radio the bulk of its advertising budget had gone into six newspapers in the New York metropolitan area. Based on its experience with newspapers, a radio spot would have been a success if it pulled a maximum of 25 leads per broadcast. The one-time test commercial produced 439 inquiries—the greatest response Plantation ever received from a single ad.

That was the start of a campaign which boosted Plantation's budget for Gambling spots to $1,000 a week. In two weeks' time the announcements were outpulling the six newspaper ads combined by a margin of 10-to-1. During the first six months, Mr. Gambling delivered over 10,800 prospective customers for Plantation Estates at a cost that ranged from 50 cents to $1—the lowest cost per inquiry in the history of the firm. The company, according to Plantation Sales Manager Henry Engel, had been accustomed to working on a $5 per inquiry basis in its printed media advertising.

Plantation, in fact, has credited Mr. Gambling with doubling company sales. "The great majority of these sales were made sight unseen, which certainly attests to the confidence listeners have in John Gambling," Mr. Engel told B•T.

### 186,995 for 1

Mr. Gambling's sales approach in still another instance pulled 186,995 requests in a single announcement June 7, 1951, for the Hudson Pulp & Paper Corp., paper napkin manufacturer. The requests were in response to a one-time spot in which Hudson, in order to increase the use of its low-cost napkin and improve the distribution of three higher-priced products, offered listeners four coupons each redeemable without cost for a box of Hudson napkins. Each set of coupons was worth $1. The company's records show that responses cost less than one-half cent per inquiry.

During the radio campaign, Hudson used Gambling shows to air its advertising messages three days a week. Prior to the radio schedule, which was supplemented with small-space newspaper ads, Hudson had practically no distribution or sales in the New York area. Now the company outsells all other brands combined. "Radio brought Hudson out of the private-label class up to New York's number-one selling napkin," said Murray Gross, the company's assistant advertising manager.

Hudson also made good use of its advertising on WOR with a merchandising tie-in. Trade paper ads, for example, featured pictures of Mr. Gambling as "the Hudson salesman, selling Hudson three days a week on WOR." Familiarity of retailers with Mr. Gambling and his broadcasts was a good selling point for Hudson salesmen and hence the reason he was used in printed media ads. In reply to a question on Hudson's opinion of radio as an advertising medium, Mr. Gross said it "delivers the biggest audience at the lowest cost-per-thousand of any medium we've ever used."

LIKE FATHER LIKE SON: John Gambling Jr. on the air.

Just five years ago, on March 8, 1950, Mr. & Mrs. Peter Chambers, 20-year Gambling fans, attended Mr. Gambling's 25th anniversary party. The Chambers own a retail fur salon in midtown New York. "It had never occurred to me to advertise on radio," Mr. Chambers remarked, "until my wife and I went to that Gambling party. We looked around the audience and realized that the people there represented our type of customers." The Chambers thought the idea over and decided to give Mr. Gambling a try. The campaign started Aug. 18, 1950, as a 13-week schedule. Peter Chambers Inc. has been advertising on Gambling shows ever since.

"The purpose of our radio spots was, of course, to sell furs. We also wanted to acquaint listeners with Peter Chambers Inc. and the services we had to offer," Mr. Chambers explained. Sales during the last quarter of 1951, when fur sales in New York were running about 30% behind the previous year, showed Peter Chambers' dollar volume was up approximately 55% over the corresponding quarter in 1950, shortly after the campaign began. During the last quarter of 1951, fur sales were made to 123 new customers brought to the salon by the Gambling program. This was more than double the sales made to Gambling listeners during the same period in 1950, soon after the campaign got underway.

Actually, the Chambers considered the long-range effect of the campaign more important than immediate sales. "I felt the campaign would be a success if I lost $500 on my original $2,340 investment for the first 13-week schedule," Mr. Chambers told B•T. As the campaign developed, instead of losing $500, fur sales produced a small profit over the cost of the radio advertising expenditure. "Our experience with Mr. Gambling provides concrete proof that his listeners are sold one hundred per cent on him," Mr. Chambers said. "They feel that there is an absolute sincerity in what he says and they have complete confidence in what he sells."

It may seem unusual that a man with Mr. Gambling's obvious sponsor and audience acceptance hasn't supplemented his radio activity with a tv show. When queried on this point, Mr. Gambling replied that he had given television a 13-week try in 1949 when WOR-TV began operation "but I wasn't making any money and I wasn't having any fun," he said. If he had been either increasing the bank account or enjoying himself, Mr. Gambling explains he would have considered a tv show. But since neither was the case he was more than content to stay in radio. "Besides," he added, "it was awfully late in life to start working on an ulcer."

His sound belief in the future of radio is reflected in the encouragement he gave his 25-year-old son when, as a youngster, he showed some like-father-like-son inclinations. As a student at Dartmouth, John Jr. worked on the campus station and had a show on WTSL Hanover, N. H. In 1954, Mr. Gambling launched an 11:20-11:45 p.m. shown on WOR, using his son regularly on the broadcasts. Three weeks ago, the evening program was turned over completely to John Jr. In addition to the night show, John Jr. also selects all the music used on his father's broadcasts and pinch hits for Dad when he's vacationing. There's a John III, too. Mr. Gambling is convinced that his five-year-old grandson has the radio bug. "We've had him on programs once or twice and he has a great time," Mr. Gambling said.

In researching the Gambling story, B•T happened upon a letter written by Arthur Godfrey to Mr. Gambling, whom Mr. Godfrey described as "the only competitor I worry about." The concluding lines of Mr. Godfrey's letter told the Gambling epic concisely and well. He wrote, "Tell your sponsors that Godfrey says none of 'em are ever gambling with Gambling."

Gambling sponsors are quick to agree that they've put their money on a sure thing.

*Now for the first time*

# THE RED FOLEY SHOW

## A DAILY TRANSCRIBED OPEN END SERIES

## STARRING "The FABULOUS FOLEY"

"SINGIN'EST, SELLIN'EST MAN IN ALL THE LAND"

Available for the first time to a daily radio audience . . . every fifteen minute segment of "The RED FOLEY Show" is packed with the songs, the showmanship and the personality that has kept this great artist at the very top of his field year after year.

Seen and heard by millions on his "Ozark Jubilee" over ABC radio and television networks . . . only Decca recording artist in his field ever to receive their coveted "Gold Record" . . . Selling over a million copies of "Chattanooga Shoe Shine Boy" . . . voted one of the six all time great in the Country and Folk music field . . . all of this universal appeal and popularity . . . all of the best of the "Fabulous Foley" is found in this sensational new radio series.

You can present "The RED FOLEY Show" with pride . . . and with a sincere belief that you are offering the best transcribed radio program of its kind in America!

The RED FOLEY Show is now available 3 to 5 shows a week. For free audition disc, down-to-earth prices for your market and complete promotional materials . . . contact

**RADIO ZARK ENTERPRISES, INC.**
606 ST. LOUIS ST. • SPRINGFIELD, MO.
PHONE 2-4422

# EDUCATIONAL TV: A BARGAIN IN DAYTON

## *THEY'VE FOUND HOW TO MAKE $10,000 STRETCH A FULL YEAR*

HOW MUCH television can you get for $10,000 a year?

No matter how keenly you bargain, how sharply you cut corners, there's little likelihood that your result will even remotely approach the seven programs, amounting to three hours and 15 minutes, which are broadcast each week on WHIO-TV and WLWD (TV) Dayton under the auspices of the Dayton Educational Television Foundation.

Of course, it must be admitted that the Foundation has certain advantages not normally available to the tv sponsor in addition to its annual budget of $10,000. First, it has the whole-hearted support of the city's grade schools, high schools and colleges, which provide an inexhaustible supply of scripts, costumes, scenery, props and talent, all without any cost to the Foundation. Second, it has the full cooperation of Dayton's two commercial tv stations, which make no charge for the time devoted to the Foundation's programs.

With such backing, and almost a year's experience behind them, the members of the Foundation board are convinced they've found the best formula for educational tv under present conditions, the board's chairman, James F. Clarke, told B•T.

"The whole thing really started two years ago, when State Sen. Theodore Gray asked the various educational units in Montgomery County (Dayton's county) what they were planning to do with the ch. 16 allocation made to education in Dayton," Mr. Clarke recalled. "Although there had been some preliminary discussions between the U. of Dayton and the Dayton Board of Education, nothing really had been done about the allocation. At a luncheon meeting called by Sen. Gray the educational agencies decided to form a 'study committee' to look further into the possibilities of educational television for the area."

After more than six months of exploratory meetings, the committee took stock and found it had more than enough program ideas to keep the proposed program schedule of 20 hours a week going indefinitely. What it lacked, to put it bluntly, was money.

"Engineering reports brought in from such sources as the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, plus independent local surveys," Mr. Clarke said, "soon showed the members of the committee that it would cost at least $100,000 and probably closer to $250,000 to capitalize the project, even with the offer of one local station for the use of its tower.

"And the operating expenses, based on a 20-hour program week the year around, looked like another $100,000 minimum and $250,000 reality. So the financial picture became the stumbling block. It soon became apparent that although there was a good chance sufficient money could be raised to capitalize the project, it would be virtually impossible to support the yearly operating costs."

This was now late fall, nine months after the luncheon meeting with Sen. Gray. Discouraged over the dim prospects of having an educational station, the committee decided to concentrate on educational programming and to attempt to secure the cooperation of the city's commercial tv stations to broadcast them. The management of the new uhf station, WIFE (TV), offered the committee as much time as it thought it could use.

"This offer galvanized the committee into action," Mr. Clarke reported. "Within a period of a month they formally organized themselves, set up a budget, raised the money from among themselves and set to work.

"Six groups became the founding members of what they called the Dayton Educational Television Foundation. The Dayton Board of Education appropriated $2,500 to hire the professional talents of a consultant in educational tv programming. The U. of Dayton gave $2,500; Sinclair College, $500; the Dayton parochial schools, $500, and two local county-exempted school districts, Oakwood and West Carrollton, appointed the Foundation as consultant at $500 apiece.

"The Foundation was in business."

Engaging a WHIO-TV staff man as executive producer and director, for which most of the Foundation's funds were appropriated, the Foundation began to plan and produce programs, starting the first of the new year with a weekly quarter-hour show, *Mr. Fixit*, in which industrial arts instructors were featured in skits built around doing things yourself around the house. A second program, *Where Do We Go From Here?*, offered career suggestions to young people. Other programs followed, and by the time WIFE (TV) suspended operations in March some 69 Foundation shows had been telecast.

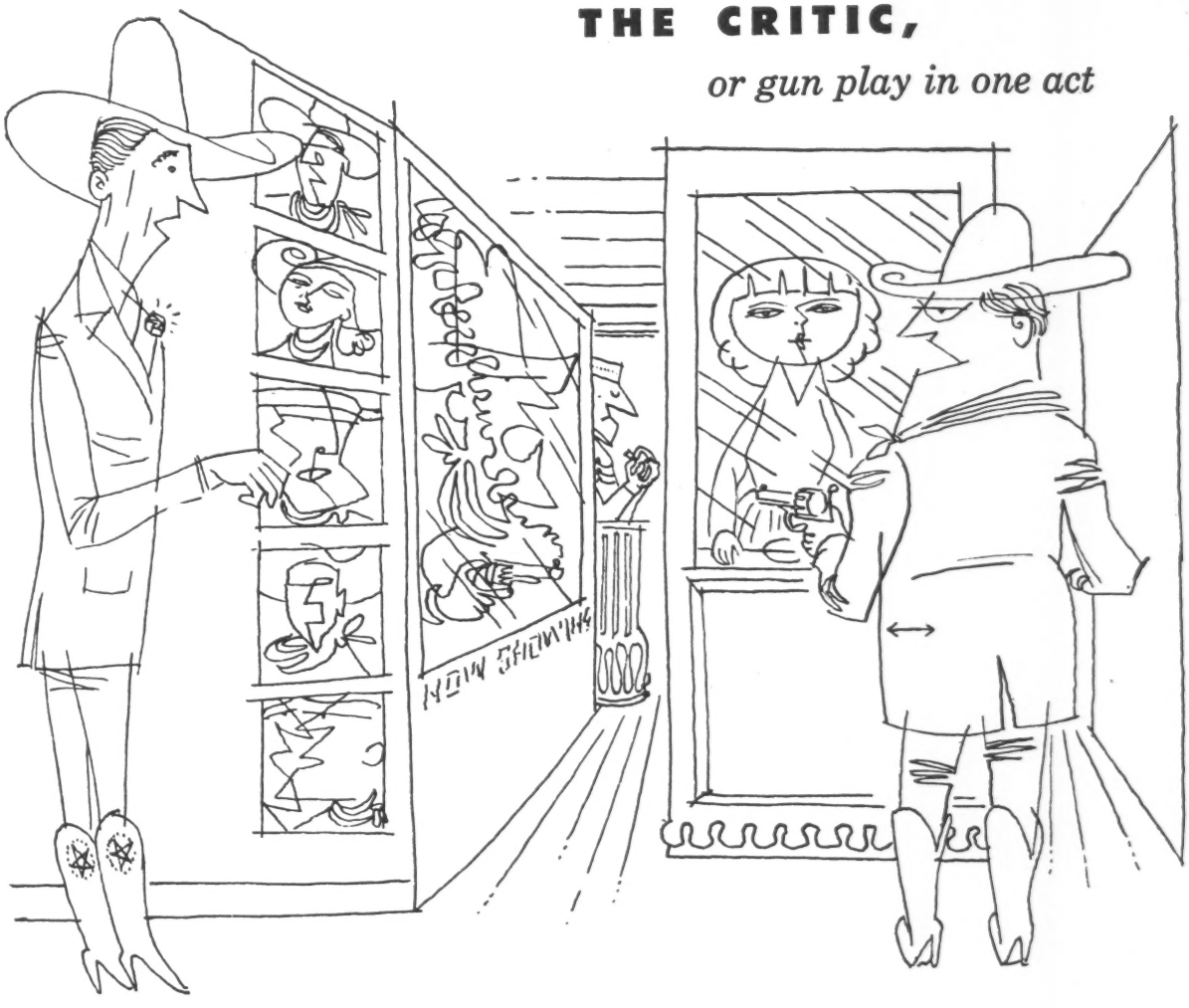
At about the time that WIFE stopped telecasting, the Foundation lost its producer. Taking stock, it found that *Adventures in Art*, on WHIO-TV, was its only continuing program. That wasn't enough.

So George Biersack, a faculty member of the university speech department, who had been hired to succeed the former producer, began

MODERATOR James Fain of *You and Your World* conducts high school students in discussions every Friday on WHIO-TV.

# THE CRITIC,

## *or gun play in one act*



A genuine 24-karat Texas cowboy went to a movie. He saw a feature about cowboys – the usual Hollywood version typical of the genre. He returned to the box office, poked his gun through the cashier's window, and demanded his money back.

"In fact," he added, mulling over the atrocity he had just seen, "give me everyone's money back."

You can see what our program director is up against. Our audience is mighty choosy. It can afford to be. The Amarillo area is first in the nation in per family retail sales, even without gunplay.

**KGNC - AM & TV**
*Amarillo*

**NBC and DuMONT AFFILIATE**

**AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency**

his new job by going after more air time. Before long, the Foundation had six shows a week on WHIO-TV and WLWD, three hours total air time, and later the total was raised to the present seven programs, three hours and a quarter.

Four of the programs are telecast by WHIO-TV:

*You and Your World,* Fri., 5:30-6 p.m.—A university professor writes an essay on a current topic which is printed on the front page of Monday's *Dayton Daily News* (under same ownership as WHIO-TV), which on Thursday prints a news quiz based on the essay. Essay and questions are available to all schools for classroom use and on Friday students from a Dayton high school discuss the topic, with James Fain, executive editor of the *News,* serving as moderator.

*Music Through the Years,* Sat., 4-4:30 p.m.—A history of American music, presented by school music teachers and their students.

*Here Comes the Businessman,* Sat., 10:45-11 a.m.—An attempt by the *News* and the Foundation to present business training for the newspaper carrier boys of the area.

*The Professor Takes Over,* Sat., 3:30-4 p.m.—An experiment in teaching by tv, with a U. of Dayton department presenting a fraction of a course in six telecasts. These presentations, so far put on by six different departments, "are proving to be the most popular of the programs," Mr. Clarke said.

The three programs on WLWD are:

HUNTING SAFETY is discussed on the *This Is Our Town* series by Dayton police officer Jim Miller (l) and George Biersack, executive director of the foundation.

*Adventures in Art,* Sat., 9-9:30 a.m.—An attempt to provide initial experiences in art, with decorating Christmas and Easter cards, ceramics and paper sculpture but a few of the topics presented.

*Headline Hunt,* Sun., 11:30 a.m.-noon.—In this series, presented in cooperation with the Dayton Council on World Affairs, teams from two high schools compete in identifying objects tied in with the week's news.

*This Is Our Town,* Sun. 12-12:30 p.m.—Likened to the curious eye, this series looks into institutions, organizations and other matters of area interest.

"All of this is being done on a budget of $10,000," Mr. Clarke stated. "This sum includes the salary of the executive director, a part-time student secretary, his programming assistants and all additional program expenses such as films, props and supplies. Costs have been kept to an absolute minimum by taking advantage of every possible facility. Many of the props have come directly from classrooms or the audio-visual aid departments of the schools.

"Robert Moody, general manager of WHIO-TV, and Don Lyons, program director; H. Peter Lasker and Bill Bailey, general manager and program director of WLWD, all have continually gone out of their way to help the Foundation. In working with Mr. Biersack, they and the members of their staffs have given of their time and talents without stint. In making public service time available to the Foundation they have given sustenance to what was once just a nice idea and is now a working reality."

A tangible tribute to the Foundation's achievements came a few weeks ago when it received its first contribution from Dayton's business and industry—a $900 gift from a major industry of the area. The letter accompanying the check said, in part: "We feel you are doing a good job and are doing it in the right way, keeping control in the hands of the educators where it belongs. That you have done it for yourself before you asked for help means a good deal."

# YOU CAN TEACH BY RADIO, TOO!

By Harry M. Brawley

WITH all the tumult and shouting about telecourses, one is likely to forget that radio is a good teaching medium, too. A couple of years ago at the Ohio State Institute for Education by Radio-Television, I attended the session on systematic instruction where the virtues of television as a teaching medium were extolled to the heavens, and at the end the chairman said, "But why did we have to wait for television to do all this?"

That was my cue to make a little speech about the fact that WCHS Charleston, W. Va., and Morris Harvey College in that city had been teaching by radio for several years with very good results and everyone seemed to be quite surprised.

It seems to me that radio is being slighted as a teaching medium, even though it is much more available to the average college or university than television. Practically every institution in the country has a radio station available, which certainly is not yet true of television.

This is not to say that television is not a great educational medium. Here at WCHS-TV we also offer telecourses in cooperation with Morris Harvey College with great success, but we do think that radio as a medium for systematic instruction is being overlooked. Of course, there are certain types of courses which are not adaptable for radio instruction, but we use the same test for deciding such things that we use for determining which programs should go on radio and which on television; namely, is it visual? Just as there are certain courses which would not be adaptable for radio, there are others to which television would add very little. Courses which are primarily discussion, such as Elizabethan Drama or Great Books, we present on radio. On the other hand, World Geography and Audio-Visual Education must be given on television to be effective.

*Radio Classroom* began in the school year 1950-51, with a class in Comparative Government. A total of 17 courses have been given. Registration for the two now on the air is continuing with prospects for setting a record. Already more than 80 have registered for credit in Labor Problems and Hymnology. Here is the score on the others:

| | | | | |
|---|---|---|---|---|
| 2nd Sem. | 50-51 | Comparative Government | 59 | 59 |
| 1st Sem. | 51-52 | Modern Problems of Government | 32 | |
| | | Christianity and American Democracy | 47 | 79 |
| 2nd Sem. | 51-52 | Introduction to the New Testament | 37 | |
| | | Guidance in the Public School | 22 | 59 |
| 1st Sem. | 52-53 | Introduction to the Old Testament | 36 | |
| | | Great Books | 32 | 68 |
| 2nd Sem. | 52-53 | International Relations | 35 | |
| | | The Short Story | 37 | 72 |
| 1st Sem. | 53-54 | Recent British and American Poetry | 43 | |
| | | Comparative Religion | 52 | 95 |
| 2nd Sem. | 53-54 | Contemporary Economic Problems | 58 | |
| | | Recent American History | 56 | 114 |
| 1st Sem. | 54-55 | Problems of Delinquency | 61 | |
| | | Elizabethan Drama | 19 | 80 626 |
| | | Average per course | | 42 |

During the first semester of this year the television course in World Geography had 71 registered for credit, making a total of 151 in our radio-television classroom.

The response of the general listening public also has been most gratifying to WCHS and to Morris Harvey College. It all adds up to one thing. As the industry ponders its public service responsibilities it should remember this: You can teach by radio, too!

*Mr. Brawley is director of public affairs for WCHS.*

# Everybody Loves WKMH

***because***

# Everybody Loves NEWS, MUSIC and SPORTS

Let's face it! Folks around Detroit just naturally tune to the station that gives 'em what they love the most. Top *Disc Jockeys* . . . *Newscasts* every hour on the hour . . . Play-by-Play accounts of all *Detroit Tiger baseball* games night and day, at home and away. *No* wonder advertising pays off big on WKMH. You catch listeners in such a receptive mood!

# WKMH

***Dearborn–Detroit***

FRED KNORR, *President*
GEORGE MILLAR, *Mg. Director*

***YOU'LL LOVE THIS EXTRA SAVING!***

**SAVE 10%**

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

**WKMH**—Dearborn-Detroit
**WKMF**—Flint, Mich.
**WKHM**—Jackson, Mich.
**WSAM**—Saginaw, Mich.

***Represented by Headley-Reed***

The Community Stations

KNORR Broadcasting CORP.

(A&A continues from page 36)

## Executive Changes Set At Ted Bates & Co.

H. AUSTIN PETERSON, partner and head of the Hollywood office of Ted Bates & Co., N. Y., has resigned. After an extended vacation, he will be associated with the agency as consultant, James C. Douglass, director of radio and tv for the agency, announced last week.

Mr. Douglass also announced the appointment of Mann Holiner as manager of the Hollywood office, effective March 31. Frank O'Connor, with the Bates Agency for the past 10 years, has been named production manager of the same office, effective the same date.

Mr. Peterson has been with the agency since 1945. Mr. Holiner formerly was vice president in charge of tv and radio for Lennen & Mitchell (now Lennen & Newell).

## LATEST RATINGS

### NIELSEN

TOP 10 RADIO PROGRAMS

(Two Weeks Ending Jan. 22, 1955)

NIELSEN-RATINGS*

| Rank | Program | Homes (000) |
|---|---|---|
| Evening, Once-a-Week (Average for all Programs) | | (1,238) |
| 1. | Lux Radio Theatre (CBS) | 3,302 |
| 2. | Jack Benny Show (CBS) | 3,118 |
| 3. | Dragnet (NBC) | 2,843 |
| 4. | People Are Funny (Mars) (CBS) | 2,752 |
| 5. | Our Miss Brooks (Toni) (CBS) | 2,660 |
| 6. | People Are Funny (Toni) (CBS) | 2,660 |
| 7. | Our Miss Brooks (Amer. Home) (CBS) | 2,614 |
| 8. | You Bet Your Life (NBC) | 2,522 |
| 9. | FBI in Peace and War (CBS) | 2,247 |
| 10. | My Little Margie (CBS) | 2,110 |
| Evening, Multi-Weekly (Average for all Programs) | | (1,101) |
| 1. | News of the World (NBC) | 1,880 |
| 2. | Amos 'n' Andy (CBS) | 1,789 |
| 3. | Lowell Thomas (CBS) | 1,743 |
| Weekday (Average for all Programs) | | (1,697) |
| 1. | Ma Perkins (CBS) | 2,614 |
| 2. | Guiding Light (CBS) | 2,568 |
| 3. | Our Gal, Sunday (Amer. Home) (CBS) | 2,522 |
| 4. | Young Dr. Malone (CBS) | 2,522 |
| 5. | This Is Nora Drake (Toni) (CBS) | 2,522 |
| 6. | Young Widder Brown (Toni) (NBC) | 2,522 |
| 7. | Young Widder Brown (Sterling) (NBC) | 2,522 |
| 8. | Perry Mason (CBS) | 2,476 |
| 9. | Helen Trent (Participating) (CBS) | 2,476 |
| 10. | Road of Life (CBS) | 2,476 |
| Day, Sunday (Average for all Programs) | | (550) |
| 1. | Adventures of Rin Tin Tin (MBS) | 1,376 |
| 2. | Nutrilite Show (NBC) | 1,101 |
| 3. | Sunday Gatherin' (CBS) | 1,009 |
| Day, Saturday (Average for all Programs) | | (963) |
| 1. | Gunsmoke (CBS) | 1,972 |
| 2. | Metropolitan Opera (NBC) | 1,605 |
| 3. | Allan Jackson-News (1:30) (CBS) | 1,513 |

*Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.

Copyright 1955 by A. C. Nielsen Co.

### VIDEODEX

Top 10 Network Television Programs

(Feb. 1-7)

| | Name of Program | Cities | Homes % |
|---|---|---|---|
| 1. | Dragnet (NBC) | 127 | 37.4 |
| 2. | Jackie Gleason (CBS) | 106 | 36.4 |
| 3. | I Love Lucy (CBS) | 134 | 34.5 |
| 4. | You Bet Your Life (NBC) | 141 | 33.8 |
| 5. | Toast of the Town (CBS) | 133 | 33.2 |
| 6. | Bob Hope (NBC) | 124 | 32.4 |
| 7. | George Gobel (NBC) | 100 | 30.6 |
| 8. | Robt. Montgomery (NBC) | 93 | 30.4 |
| 9. | Disneyland (ABC) | 153 | 30.0 |
| 10. | Producer's Showcase (NBC) | 77 | 29.6 |

| | Name of Program | Cities | Homes (000) |
|---|---|---|---|
| 1. | Dragnet (NBC) | 127 | 10,791 |
| 2. | Jackie Gleason (CBS) | 106 | 9,942 |
| 3. | You Bet Your Life (NBC) | 141 | 9,715 |
| 4. | I Love Lucy (CBS) | 134 | 9,619 |
| 5. | Toast of the Town (CBS) | 133 | 9,407 |
| 6. | Disneyland (ABC) | 153 | 9,035 |
| 7. | Bob Hope (NBC) | 124 | 8,884 |
| 8. | George Gobel (NBC) | 100 | 8,418 |
| 9. | Ford Theatre (NBC) | 170 | 8,198 |
| 10. | Tv Playhouse (Sun.) (NBC) | 114 | 8,185 |

Copyright 1955 Videodex Inc.

FIRST radio sponsorship of Cleveland's American Bank Co. consists of the Mon.-Fri. (5:30-7:30 p.m.) variety program Mayer & Co. over WTAM there. Edward Herr (seated), president of American Bank Co., signs the pact with (l to r) Bill Mayer, program host; Lloyd E. Yoder, WTAM-WNBK (TV) general manager; Saul Glantz, Saul Glantz & Assoc., and Edward Seaman and Jay Rosenbaum, executive vice president and vice president, respectively, of American Bank Co.

## CHURCH RADIO-TV BUDGET $1.4 MILLION

### National Council of Churches of Christ in the U. S. A. commission gets record budget for use in broadcasting and film production.

RECORD 1955 budget of $1,405,000 for religious radio, television and film production was approved last Wednesday at the annual two-day meeting in New York of the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A.

It was described by the commission as the "largest budget" of its type in the history of cooperative church work in the U. S. The sum was said to represent an increase of $245,000 over the 1954 budget of $1,160,000.

Dr. S. Franklin Mack, executive director of the commission, reported that the commission produces five national radio programs, including *Let There Be Light, The Art of Living,* featuring Dr. Norman Vincent Peale, and *Thy Kingdom Come.* The commission also produces five tv programs consisting of *Frontiers of Faith, What's Your Trouble, This is the Life* and *Look Up and Live* and a series of puppet films enacting biblical stories. Dr. Mack estimated that more than 1,200 radio and tv stations regularly carry commission programs.

The radio-tv film project is carried on by the commission on behalf of the 30 Protestant, Anglican and Eastern Orthodox communions cooperating in the National Council. These church bodies are said to represent a total of 35.5 million U. S. church members.

Methodist Bishop Donald H. Tippett of San Francisco was elected chairman of the Broadcasting and Film Commission for a two-year term, succeeding the Rev. Dr. Clayton T. Griswold, director of radio and television of the Presbyterian Church of the U. S. A.

The meeting heard a talk Tuesday by the Rev. Dr. Liston Pope, dean of the Yale U. Divinity School, who asserted that many "so-called religious broadcasts" are "neither intelligible nor intelligent from a Christian point of view," claiming that many of them "falsify or ignore the Gospel in one way or another."

Dean Pope said some religious "skits about wholesome families" constitute "the best argument for celibacy advanced since the Middle Ages."

He added: "I would not have believed anything could be stickier than some of the soap operas, but religion has outdone Lever Bros. The difficult art of Christian family life is reduced to little moralisms and pleasantries, and to the inevitable conclusion that it pays in the end. Virtue may require heroic defense, but it always triumphs, and generally with depressing inevitability."

Dean Pope also spoke out against what he labeled the "peace of mind cult." In this connection he declared that "many allegedly religious programs are either sentimental or emaciated or both."

"In their effort to be appealing," Dean Pope continued, "they quickly become appalling from the standpoint of sincere and well-founded and full-ranging Christian faith. The very titles of some of them reflect the partiality and sentimentality I have been discussing."

He thereupon mentioned ten programs, three of which are produced or distributed by the commission. These are *This Is the Life,* a tv drama of family life; *What's Your Trouble,* a program featuring the Rev. Dr. and Mrs. Norman Vincent Peale, and *The Art of Living,* a radio show featuring Dr. Peale.

Dean Pope spoke favorably about the *National Radio Pulpit,* a network radio program featuring the Rev. Dr. Ralph W. Sockman, minister of the Christ Church, Methodist. He noted that "that title conveys a true impression of what is offered and does not promise you a song in your heart or a shot in the arm if you will listen to it."

## HIGHER TV COSTS NOTED IN TOBACCO FIRM REPORT

American Tobacco Co. says its 1954 net income is highest since 1949. Dollar sales are off but firm's share of the market increases.

"INCREASING COSTS of tv," the American Tobacco Co. said last week, have been responsible for the company's "continued . . . practice of alternate-week sponsorship with exchange commercials which it pioneered in 1952."

The comment was contained in the company's annual report to stockholders released Tuesday. The reference to tv costs came after the firm, makers of Lucky Strike, Pall Mall and Herbert Tareyton cigarettes and other tobacco products, noted that the "introduction of many new competitive brands in recent years" has called for "intensive advertising and sales promotion." This intensive program, the report said, included the company's sponsorship of "outstanding television and radio programs."

Features of the report:

• Net income was highest since 1949. Figure for 1954 was $43,051,087 compared with $41,225,921 for the year before.

### Dollar Sales Off

• Dollar sales were off—nearly $20 million from 1953—but American Tobacco's percentage share of the year's domestic cigarette market rose from 32.7% in 1953 to 33.6% last year, or the third straight year the company has scored an increased percentage of the market. American Tobacco's 1954 sales in dollars totaled $1,068,579,299.

• Net operating income in 1954 was $45,249,233, equivalent to $6.46 per common share compared to $5.90 for 1953. The firm elected to write off $2,198,146 against 1954 income to amortize the "brands, trade-marks, patents, good will, etc." item taken into assets as a result of the merger of American Cigarette & Cigar Co. in December 1953. Thus, net income after write-off of good will and after allowance for preferred dividends was $6.12 per share of common stock.

• Unit sales of cigarettes declined "but at a lesser rate than the small percentage of decline estimated for the industry as a whole." Pall Mall and Herbert Tareyton continue to account for "well over half of all king-size cigarette sales, and accounted for a larger share of the market than in 1953." Lucky Strike's unit sales decreased at a smaller rate than competitive standard-size brands and increased its percentage of that market.

• Taxes on 1954 income were equivalent to $7.52 per common share as compared with taxes of $9.26 per common share in 1953. Regular quarterly dividends in the year were increased to 85 cents each plus yearly extra dividend of $1. Total common stock dividends was $4.40 per share, compared with $4 per share in previous years. In January 1955, a regular dividend of 85 cents per share and extra yearly dividend of $1 per share were declared and $1.85 per share was payable March 1, to common stockholders of record Feb. 10 of this year.

• "Common sense is beginning to prevail in the controversy over smoking and health." A "more constructive approach" has been indicated recently.

## COLORCASTING

### Advance Schedule Of Network Color Shows

**CBS-TV**

March 14-18 (2-2:30 p.m.): *Robert Q. Lewis Show,* participating sponsorship.

March 17 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

April 6 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special,* Norwich Pharmacal Co. through Benton & Bowles.

**NBC-TV**

March 7 (7:30-9:30 p.m.): *Producer's Showcase,* "Peter Pan," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

March 9 (11 a.m.-12 noon): *Home,* insert on fish.

March 9 (7-7:30 p.m.) and ever Wednesday: *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

March 12 (9-10:30 p.m.): *Max Liebman Presents,* "Connecticut Yankee," Oldsmobile Div. of General Motors Corp. through D. P. Brother & Co.

March 15 (11-12 noon): *Home,* insert on Marshall Field's in Chicago.

March 27 (7:30-9 p.m.): Dedication of Burbank Studio, Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

**[Note: This schedule will be corrected to press time of each issue of B•T.]**

## Underhill Joins U.S. Steel

APPOINTMENT of Charles M. Underhill, former vice president of ABC, to the television staff of U. S. Steel Corp.'s public relations department was announced last week by J. Carlisle MacDonald, assistant to the board chairman and head of all U. S. Steel public relations activities.

In his new assignment, Mr. Underhill succeeds John Rust, who has resigned to become an independent tv producer. Mr. Underhill's background includes motion picture and radio production and television programming. At U. S. Steel, he will serve as a special assistant on the production phase of *The United States Steel Hour* on ABC-TV.

## J. B. Bell, R & R, Dies

JOSEPH B. BELL, 54, who retired Jan. 1 as treasurer and vice president of Ruthrauff & Ryan, New York, died at his home in Bronxville, N. Y., Feb. 27.

Mr. Bell joined the agency in 1928 as chief accountant. He was made assistant treasurer in 1942 and vice president in 1948. He was named treasurer in 1953.

He is survived by his wife, Edith Lenihan Bell, and two daughters.

## Bulova's Largest Campaign Includes 270 Radio, Tv's

BULOVA WATCH Co. on March 15 will launch the largest and most concentrated Bulova ad campaign ever to reach the American public, John H. Ballard, president, announced last week.

The firm will promote its newest product, "precision adjusted 23-jewel self-winding watches," on 270 television and radio stations which will broadcast messages simultaneously on March 15 about the six "precision adjustments" for greater accuracy.

"This advertising campaign is designed to bring watch sales back to the jeweler," Mr. Ballard said.

McCann-Erickson, New York, is the agency for Bulova.

## Suit Against Rheingold Expected to Be Dropped

OFF the Los Angeles Superior Court calendar is the suit of Beverly Hills Attorney Max Gilford against Rheingold Brewing Co., Los Angeles (Liebmann Breweries), charging misleading advertising practices in use of certain copy phrases [B•T, Nov. 29, 1954].

The move was made last week with Mr. Gilford's consent. He said that objectionable copy phrases named in the complaint and extensively used in previous Rheingold radio-tv copy had been largely eliminated by the brewery, which had adopted a new advertising policy. Mr. Gilford entered a stipulation to delay trial-setting until June 1, but indicated that if Rheingold continued present advertising practices, he would allow the case to die.

In the original suit, filed last August, Mr. Gilford, as the "general public's" representative, charged that Rheingold copy phrases, "largest selling beer in the east," "the very same beer (that is served in east)," and claim that beer was brewed from "local ingredients and water," were incorrect, according to brewing industry sources.

## L&N Named to Succeed R&R On American Airlines Account

AMERICAN AIRLINES, with a $4 million ad budget, has appointed Lennen & Newell, New York, to handle passenger and airfreight services advertising, effective May 1, C. R. Speers, senior vice president in charge of sales, has announced. The firm, which uses radio and tv spots, had been serviced by Ruthrauff & Ryan, New York.

Lennen & Newell also handles advertising for United Aircraft Corp., which includes Pratt & Whitney aircraft engines, Hamilton Standard propellers and Sikorsky helicopters.

## Hotpoint Launches Campaign

HOTPOINT Co., Chicago, last Monday started an intensive home laundry advertising campaign to be supplemented with radio-tv spots and other tie-ins at the local level. The drive is underway in over 100 key markets and includes 20-, 30- and 60-second radio-tv announcements designed to stimulate dealer business. At least 25 million people will be exposed to the tv commercials during March, according to D. D. Thompson, merchandising manager of Hotpoint's home laundry section. Plans for summer and fall promotions of such equipment also are under study, he added. Maxon Inc. is agency.

## L&N Promotes Mitchell

W. McCLINTON MITCHELL, vice president and copy group head, Lennen & Newell, New York, has been named a senior vice president and manager of the copy department. Mr. Mitchell has been with L&N since 1950.

### SPOT NEW BUSINESS

**V. La Rosa & Sons,** Brooklyn, introducing new product, Italian style meatballs in sauce, with a radio and television spot campaign of as many as 30 spot announcements per week in each city. Kiesewetter, Baker, Hagedorn & Smith, N. Y., is agency.

**The Kendall Co.** (Blue Jay corn products), Chicago, through Leo Burnett Co., same city, starts five-weekly one-minute live participation for 12 programs on Columbia Tv Pacific Network *Panorama Pacific* program effective April 4; **Pioneer Rubber Co.** (Neoprene household gloves), Willard, Ohio, through Carr Liggett Adv., Cleveland, starts twice-weekly one-minute participations for 10 programs on same show effective March 17.

**Chock Full O'Nuts** (coffee), N. Y., has signed for more than 75 weekly spots on seven tv and radio stations for all-method grind coffee in New York, New Jersey, Connecticut and Massachusetts.

### NETWORK NEW BUSINESS

**Sleep-Eze Co.** (sedative), Long Beach, Calif., signs to sponsor Friday 11:30-11:45 a.m. portion, *Queen for a Day* on MBS (Mon.-Fri., 11:30 a.m.-12 noon EST) effective April 1. Agency: M. B. Scott, L. A.

**Pacific Oldsmobile Club Inc.,** L. A., starts *Edward R. Murrow and the News* on 28 Columbia Pacific Radio Network stations (Mon., Wed., Fri., 5-5:15 p.m. PST) for 52 weeks from March 14. Agency: Dallas Williams & Sons Inc., L. A.

### A&A PEOPLE

**Frank O. Prior,** executive vice president and director, Standard Oil Co. of Indiana, Chicago, elected president effective May 3, succeeding **A. W. Peake,** retiring.

**Edward H. Hogl** named vice president and account executive, H. Richard Seller Adv., Portland, Ore.; **Stan Georgalakis** to account executive staff.

**Robert N. Harris,** formerly in charge of new product development, Toni Co., Chicago, to Weiss & Geller, same city, as vice president and account executive.

**James K. Martindale,** vice president and copy chief, William Esty Co., N. Y., to copy dept., Lennen & Newell, same city, as vice president.

**Perry L. Brand** appointed vice president, Henri, Hurst & McDonald, Chicago.

**Joe H. Serkovich,** formerly advertising and publicity director, Westinghouse Air Brake Co., Wilmerding, Pa., to Aubrey, Finlay, Marley & Hodgson, Chicago, as account executive.

**Herbert L. Steiner,** formerly with Ben Sackheim Inc., N. Y., to Byrde, Richard & Pound, same city, as account executive.

**George E. Simons** to Kenyon & Eckhardt, Chicago, as account executive.

**Jean L. Simpson,** radio-tv spot timebuyer, Anderson & Cairns, N. Y., to Doyle Dane Bernbach, same city, in similar capacity.





# ABC FILM ADDS RIGHTS TO 3 SERIES

**Exclusive distribution is acquired for 'Douglas Fairbanks Presents'; 'Sheena,' juvenile series, and 'Life Can Be Beautiful,' daytime strip.**

ACQUISITION by ABC Film Syndication of the distribution rights for new tv film shows estimated at about $5 million in cost was announced last week by George T. Shupert, president of ABC Film Syndication.

Mr. Shupert said that ABC Film Syndication becomes the exclusive distributor of *Douglas Fairbanks Presents,* a new juvenile series based on the adventures of the comic strip character *Sheena, Queen of the Jungle,* and a daytime strip, *Life Can Be Beautiful,* based on the radio soap opera of the same name. Additionally, in conjunction with Hal Roach Jr., under the name of Rabco Tv Productions, ABC Film Syndication will arrange for the production and distribution of at least two additional film series. Mr. Shupert added that there is in the planning stages also a joint production venture with John Gibbs, television producer.

By taking over contracts for 39 of the *Douglas Fairbanks Presents* films, now distributed by Interstate Television Corp., and by acquiring the distribution rights to the upcoming 39 programs currently in production, ABC Film Syndication will have available a total of 78 half-hour shows, Mr. Shupert pointed out. He said the series will be available for first run in all markets except where it is sponsored by Liebmann Breweries Inc. (Rheingold beer) and by Interstate clients. In the latter markets, Mr. Shupert said, at least 39 programs are available for first-run.

The *Sheena, Queen of the Jungle* series, Mr. Shupert reported, will be produced by Don Sharpe and William Nassour, who are scheduled to leave soon for Africa to film jungle footage. The rest of the filmed series will be produced at the Nassour Studios in Hollywood. Target date for on-the-air showing of *Sheena* has been set for late spring.

Production has been started by Trans-American Broadcasting & Television Corp. on the first five quarter-hours of *Life Can Be Beautiful* and filming is expected to be completed within 60 days. Mr. Shupert reported that pilot films of the series will be shown at special screenings for agencies, advertisers and stations throughout the country. Simultaneously with the production of the five quarter-hour shows, Trans-American will produce a half-hour version, also for daytime programming.

Details on other new programs to be produced by Hal Roach Jr. and John Gibbs will be announced as soon as final arrangements are made, Mr. Shupert said.

By the end of the year, Mr. Shupert said, ABC Film Syndication expects to be selling at least 10 different series. Aside from new product, ABC Film Syndication handles *Passport to Danger, Racket Squad, The Playhouse* and *John Kieran's Kaleidoscope.*

Mr. Shupert concluded:

"Within two years we will have quadrupled the number of properties we are selling and are confident that our sales will reflect the same spectacular rise. We have never swerved from our initial policy of offering our customers only the finest type of product: longevity and advertising continuity, personalized and efficient service, and, finally, a realistic single-standard price schedule."

HAL E. ROACH Sr. gives a few words of advice to his son, Hal Roach Jr., as the latter acquires the 18-acre studio plant along with other rights and material from his father for $10 million.

# HAL ROACH JR. BUYS FATHER'S STUDIOS

**Tv film executive also consolidates all his corporations into Hal Roach Enterprises, a wholly-owned corporation.**

PURCHASE of the Hal Roach Studios, Culver City, Calif., was announced last week by Hal Roach Jr., who in a $10 million deal acquired the 18-acre plant, all rights to features, shorts and tv productions, story material, star and creative personnel contracts from his father, Hal E. Roach.

Mr. Roach Jr. also announced the consolidation of his other tv corporations into Hal Roach Enterprises, a wholly-owned corporation. These companies include Rovan, which produces NBC-TV *My Little Margie;* H. R. Productions, CBS-TV *Public Defender;* Hal Roach Jr. Enterprises, ABC-TV *The Erwins,* and Rabco, which produces *Passport to Danger* for ABC-TV Film Syndication and owns *Racket Squad,* now in syndication through ABC-TV.

Officers of the newly-formed Hal Roach Enterprises corporation are Mr. Roach Jr., president; Sidney S. Van Keuren, vice president and general manager; Charles Meacham, secretary-treasurer; Emanuel H. Goldstein, vice president and executive assistant to the president, and Herbert Gelbspan, vice president and eastern sales head. Mr. Roach Sr. will serve in an advisory capacity and on the board of directors, his son revealed.

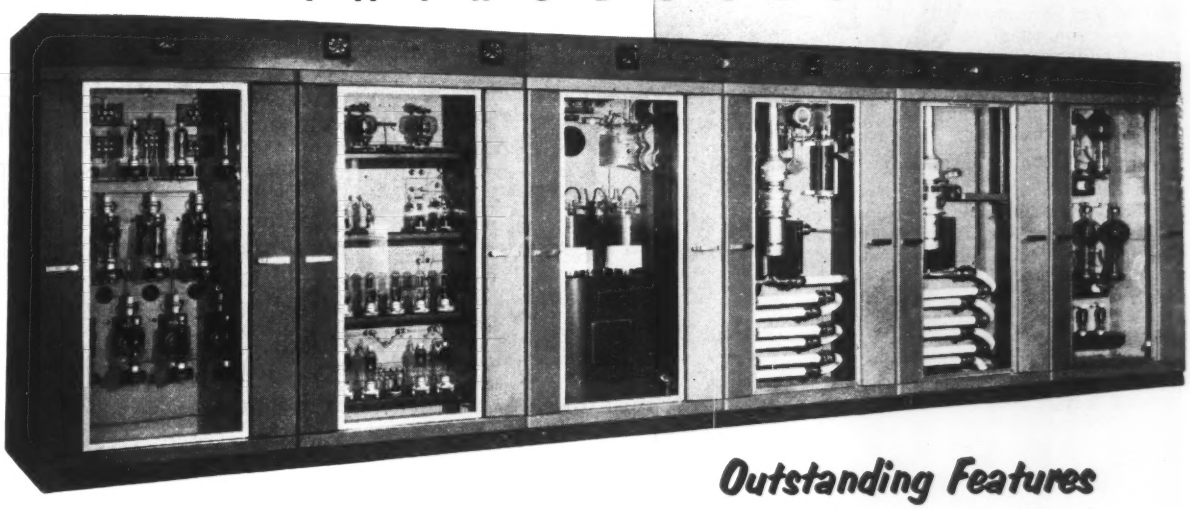
"I feel that this merger of production activities will place us in the best possible position to produce quality entertainment and commercials for the tv market," Mr. Roach Jr. declared. "We have already blue-printed and are obtaining estimates for the building of two additional sound stages and are negotiating for additional stage space and facilities for this year's production.

"With an increase of 300% in our television commercial production, we are organizing a Hal Roach Television Commercial Div. and are negotiating for stage space in New York and Chicago," he revealed.

"I intend to continue the policy my father

# Continental

INTRODUCES



## the new Type 317
## 50 KW AM TRANSMITTER

Here's important news for radio broadcasters from coast to coast — from the manufacturer of the world's finest transmitters. The brand new Type 317 50,000 watt transmitter marks the first advanced development in high power AM Transmitters offered to broadcasters in several years — a revolutionary design that presents new standards of efficiency, performance and stability in the most compact 50 KW unit yet produced.

### Outstanding Features

1. Higher efficiency — low power consumption.
2. Ease of installation — less floor space required.
3. Conservative design — all tubes and components operated well below maximum ratings.
4. Unexcelled performance — very low distortion.
5. Simplicity of circuitry — fewer operating controls.
6. Grounded grid high efficiency power amplifier — unusual stability.
7. Built-in "cut-back" for economical, high quality performance at 5 KW or 10 KW.
8. Automatic voltage regulation for all filaments.
9. A unique water cooling system for hot and dusty climates (also available air-cooled).
10. Transview type cabinets for style and maximum accessibility.

For Broadcast Equipment ABOVE and BEYOND the usual standards . . . you can rely on

**Continental Electronics**
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Phone EVergreen 1137 • Dallas 17, Texas

Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Bosco

(You know Bosco that good fortifier chocolate)

really

dropped into the mouths of moppets

in Indianapolis in '54

Two announcements a week

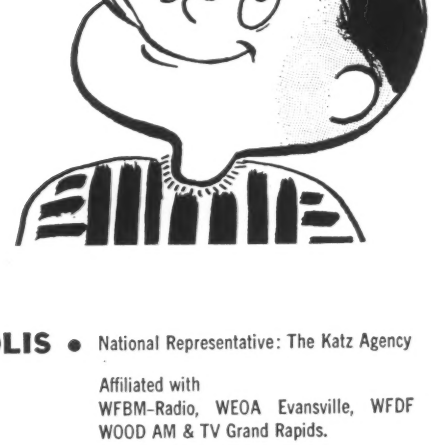
on Chuckwagon Tales (our early eve. film series)

upped

retail food chain sales 198%

that's

198%!



**WFBM-TV • INDIANAPOLIS** • National Representative: The Katz Agency

Affiliated with
WFBM-Radio, WEOA Evansville, WFDF Flint,
WOOD AM & TV Grand Rapids.

always observed, to make entertainment which the entire family can enjoy together," Mr. Roach Jr. declared.

The studio currently has filming underway by the producers of NBC-TV *It's a Great Life, Life of Riley, So This Is Hollywood;* CBS-TV *You Are There* and *Amos 'n' Andy*, and MCA-TV syndicated *Where Were You?* and *Waterfront.*

## TBS Plans Hometown Series

PLANS for a tv film series, *This Is Your Town*, have been announced by William R. Riddle, owner and president of Television Broadcasting Service, New York. Each program will tell the story of the town in which it is being filmed, stressing the civic, cultural and industrial life of the town. The films will be made possible through the sponsorship of business organizations and civic groups in each town, Mr. Riddle said. The series will be in 16mm film. Each show will be 29½ minutes. Because people are naturally interested in their own community, Mr. Riddle said such a series will be valuable to television stations as both an audience and sponsor attraction.

## Roberts Forms Own Film Firm

CLETE ROBERTS, tv reporter, has formed his own organization, Clete Roberts Productions Inc., to handle his *World Reports*, filmed presentation already seen in many cities. The new firm will be headquartered in Beverly Hills, with Mr. Roberts as president and Joseph Brenner as vice president. Mr. Roberts, the announcement said, has been nominated by the Academy of Television Arts & Sciences for an "Emmy" award as the best national news reporter or commentator, the only non-network reporter so mentioned. His plans include a trip to world trouble spots.

## Prockter Plans Six Series

A MINIMUM of six tv film series will be produced by Prockter Television Enterprises in 1955, Andrew Jaeger, vice president in charge of sales, has announced.

Mr. Jaeger reported that the scripts for three pilot films already have been completed and the pilots will be produced on the 20th Century-Fox lot in Hollywood beginning about March 15. The pilots are for three filmed series involving pirates and stories of the sea, biographical milestones and true romantic dramas.

Jerome Robinson, West Coast vice president of Prockter, will supervise production.

## English Supplied

ARRANGEMENTS have been completed between Producers Security Co., New York, and WPIX (TV) New York whereby the television station will present the tv premiere performance of the full-length motion picture, "La Forza del Destino," on March 10, and continue showings each night for a week.

A spokesman for Producers Security said that the film also has been sold for television showings in more than 10 major markets after the March 10 date. Although the film is in Italian, there is off-screen dialogue in English, explaining the action.

PLANNING the WBNS-TV Columbus, Ohio, local promotion campaign for Hollywood Television Service Inc.'s *Diamond Jubilee Features* and *Stories of the Century* are (l to r) Jerome R. Reeves, WBNS-TV program manager, and George Kirby and Richard Yates, midwestern representative and vice president, respectively, of Hollywood Tv Service. The station claims to be one of the first to acquire the film programs from HTS, distributor for its parent firm, Republic Pictures.

## G-K Decision Upheld

CALIFORNIA's Supreme Court has upheld the California State District Court of Appeals decision of last December [B•T, Jan. 3] which established Gross-Krasne Inc. as the owners of stock in California Studios, Hollywood. The appeal to the Supreme Court was the third action taken by Theodora and Alwynne Sherman in seeking to recover their father's stock in the studios. The tv film production company two years ago purchased the studios for $135,000 from the executor of the late Harry Sherman estate.

### FILM SALES

**Van Coevering Productions,** Chicago, has sold *Adventures Out of Doors* film series to KOOK-TV Billings, Mont.; KTXL-TV San Angelo, Tex.; WCOS-TV Columbia, S. C.; WJBF (TV) Augusta, Ga.; WGVL (TV) Greenville, S. C.; WISH-TV Indianapolis, Ind., and WKAR-TV East Lansing, Mich., bringing total markets to 14.

**Award Television Corp.,** N. Y., announces sale of *Jimmy Demaret Tv Show* in Houston, Tex., Augusta, Ga., Greenville, S. C., Amarillo, Tex., and Washington, D. C.

### FILM DISTRIBUTION

**Guild Films Co.,** N. Y., has acquired tv distribution rights to 191 cartoon shorts including "Looney Tunes" and other Hollywood products from Sunset Productions, L. A. Agency: William Morris Agency, Beverly Hills, Calif.

**Association Films Inc.,** N. Y., has available to tv 26-minute sound and color dog movie, "Member of the Family." Film traces life of dog from pup stage through experiences of household pet and is available to tv station as informational service of Ken-L Products Div., Quaker Oats Co., Chicago, to show proper care and feeding of dogs and desirability of dog in every family.

### FILM PRODUCTION

**Prentice Productions,** Tulsa, Okla., is producing 15-minute *Pulse Beat,* reporter-interview program, in Europe, to be available for sponsorship in most markets by mid-March Show interviews persons in countries outside U. S. for opinions regarding international news events.

**Family Films Inc.,** Hollywood, signed to produce ten 30-minute tv films for Radio & Film Commission, Methodist Church, Nashville, Tenn.

**Tv Spots** (tv film commercials), Hollywood, producing 82 commercials for national and regional advertisers, including: Lucerne milk div., Safeway Stores Inc., Oakland, Calif., and Kraft Foods Co. (for cottage cheese), Chicago, both through J. Walter Thompson Co., S. F.; West Coast Airlines, Seattle, series of 20 commercials, through Miller, Mackay, Hoeck & Hartung, same city; Metropolitan Pontiac Dealers Cooperative of L. A., through MacManus, John & Adams, same city; Marks Bros. Jewelers, Chicago, and National Bohemian Beer, Detroit, through W. B. Doner & Co., same cities respectively; WRCA-TV New York, special 30-second weather spot announcement series; M. K. Goetz Brewing Co. (Country Club Malt Liquor), St. Joseph, Mo., through Compton Adv., N. Y., and Quality Bakers (Sunbeam bread), N. Y.

**United World Films,** N. Y., currently is producing four spots for Viv lipstick, Chicago, through Leo Burnett Co., same city; seven spots for Five Day Deodorant, West New York, N. J., through Grey Adv., N. Y.; 36 spots for Pepsi-Cola Co., N. Y., through Biow-Beirn-Toigo, same city; three animated spots for Coca-Cola Co., N. Y., through D'Arcy Adv., St. Louis; one 26½-minute film for U. S. Army Reserve, through Dancer-Fitzgerald-Sample, N. Y. UWF has completed 12 spots for DeSoto Div., Chrysler Corp., Detroit, through BBDO, N. Y.; six spots for B. F. Goodrich Co., Akron, Ohio, through BBDO; three spots for Joseph Ruppert Brewery, N. Y., through Biow-Beirn-Toigo.

**Transfilm Inc.,** N. Y., has completed 12½-minute 16mm black-and-white animated film, "Stop Rheumatic Fever," for U. S. Public Health Service. Film is cleared for tv and available at American Heart Assn. branch offices.

### FILM PEOPLE

**Henry J. Zittau,** formerly with Motion Pictures for Television, N. Y., to Associated Artists Productions, same city, as vice president and treasurer.

**Milt Olin,** eastern sales manager, Telefilm Enterprises, N. Y., appointed national sales manager.

**Carl Brewster,** account executive, KFVD Los Angeles to Polaris Pictures Inc., same city, in similar capacity.

**Jay B. Gould** appointed photography director, tv and motion picture div., Cabell Eanes Inc., Richmond, Va.

**Robert Cummings,** NBC-TV *Bob Cummings Show*, father of girl, Feb. 21.

# NCAA TV PLANS AWAIT FURTHER TALKS

**Further discussions on 1955 football plans and tv policy will be aired in New York this week amid Big Ten and other maneuverings.**

NCAA's decision on its 1955 football tv plans was delayed last week as the Big Ten continued to maneuver for a more liberal policy.

Ending a week of conflicting reports and flanking movements by the Western Conference, the NCAA announced late Thursday it will "review certain parts" of a proposed program on which it had earlier agreed in principle.

About all that seemed certain after the week's developments was that the 1955 program, when it finally materializes and is approved by the necessary two-thirds majority of those NCAA members voting, will:

- Be more liberalized.
- Embrace national and regional telecast features [CLOSED CIRCUIT, Feb. 28].
- Permit schools and/or conferences to negotiate directly with networks, stations and advertisers for tv rights.
- Loosen NCAA's four year grip on the football tv offerings to the nation's televiewers —save for mechanical and administrative chores.

### More Meets Upcoming

The committee will meet again in New York Monday and Tuesday at the Biltmore Hotel. The recommended plan will be withheld from mailing to the membership until "shortly after the meeting," according to Walter Byers, NCAA executive secretary, thus setting back the Tv Committee's timetable perhaps a week or more down the line. It originally was to have been mailed Wednesday evening and announced Thursday.

One of the reasons attributed for the delay was "extensive research" into football schedules which, he said, have just become available. Additionally, the committee wants to review the "editoral" or semantic content of the principles concurred in the Feb. 17-18 meeting.

Mr. Byers said the research factor should not be construed as suggesting the plan is "impractical"—evidently referring to regional provisions—but that indicates "one or two administrative problems" probably with respect to enforcing those provisions which the committee wants to reconsider. Whether the group would consider them "important enough to revise part of the plan" was not known or indicated by Mr. Byers.

He did acknowledge that the proposed program represents "a departure to some extent" from plans in previous years.

"In light of the research we have developed here, Chairman [E. L.] Romney [of the Tv Committee] believes that another meeting should be held so that the committee can study and review this research data," Mr. Byers reported.

He also denied that certain institutions or schools had asked the committee to "reconsider" its program.

Observers felt, however, that pressure from the Big Ten motivated the decision to hold another meeting and rehash certain parts of the plan, particularly those dealing with regional telecasts.

Officially, the Western Conference has had no comment on what were purported to be the salient features of the 1955 program—features confirmed by NCAA sources. It was understood the Big Ten is holding out against that provision which would restrict each team to one appearance, either on national network or regional hookup. Conference officials were understood to be otherwise satisfied with it inasmuch as it does include regional coverage.

Reports varied on whether the season's card should call for 10 or 12 playing dates, but the plan was understood to call for five Saturdays (Oct. 15, 22, 29, Nov. 5, 12) to be put aside for regional telecasts.

The NCAA would divide the nation geographically into three regions—the East (including southeastern states) the Midwest (with Texas, Oklahoma and Kansas, the Big Ten, Seven and Southwestern Conferences and Notre Dame) and the West covering the Pacific Coast and Rocky Mountain states. There would be no crossing of regional lines on any telecasts. Exceptions on tv are made for certain sellout games where other schools in a given area are not involved on a particular Saturday, though this feature is not clear.

Should the region setup stand, some authorities feel (including the Big Ten) there will be a wide open scramble for the tv dates in various areas. How the plan would work out in actual practice is debatable and will, of course, be studied at the NCAA meeting.

Maneuvering for the regional plan was continued unofficially last week in the Illinois State Legislature where Douglas Mills, U. of Illinois, told the Senate Education Committee that the Big Ten might "divorce" itself from the NCAA. Mr. Mills, a member of the NCAA and Big Ten Tv Committees, has been a frequent critic of the association's television policy.

The Big Ten was scheduled to discuss the revised plan—or at least those features it has been apprised are contained in it—at a two-day meeting of its own tv unit in East Lansing, Mich., starting last Thursday evening. With the plan held off temporarily, it was not expected to make any official stand.

## No Zone = Delay

COSTLY delay in mail service, brought about by omission of postal zone numbers in business correspondence, is being pointed out to stations, advertisers, agencies and allied fields by James H. S. Ellis, president of Kudner Agency. Mr. Ellis, who also serves on the advisory board for the Post Office Dept. [OPEN MIKE, Feb. 21], suggests that zone numbers be supplied in submitting listings for industry directories, in printing letterheads and billheads and on any other occasion when the company's address is listed.

## Staudinger Named Chairman Of Southern California AAAA

C. E. STAUDINGER, vice president of Warwick & Legler Inc., L. A., has been named chairman of the Southern California chapter of the American Assn. of Advertising Agencies, with Jack W. Smock, vice president, Young & Rubicam Inc., same city, as vice chairman, and Paul R. Jordan, The Jordan Co., also L. A., as secretary-treasurer.

Elected to the board of directors were Norton W. Mogge, Mogge-Privett Inc. (immediate past chairman); Tom R. Cooper, J. Walter Thompson Co.; Sherman Slade, Foote, Cone & Belding, and Herbert C. Brown, The McCarty Co.

Committee chairmen include Charles Levitt, Smalley, Levitt & Smith Inc., legislative; Kenneth Moore, Foote, Cone & Belding, media relations; Stephen A. Gardner, Dan B. Miner Co., publicity; Kenneth Striker, McCann-Erickson Inc., AAAA examinations; Al Atherton, Atherton Adv. Agency, membership; Reeves Espy, D'Arcy Adv. Co., Community Chest; Jack Smock, Y&R, chapter programs; Wayne Tiss, BBDO, radio-tv; Gene Duckwell, FC&B, educational; John R. West, West-Marquis Inc., speaker's bureau; Henry Mayers, The Mayers Co., advertising; Robert Klitten, Martin R. Klitten Co., projects, and Herbert Brown, McCarty Co., attendance.

**MAPPING PLANS for their future work are officers and directors of the newly-created San Francisco Bay area Advertising Executives Club [B•T, Feb. 28]. L to r: seated, Raymond B. Giles, Pacific Coast Engineering Co., director; Ad Fried, Ad Fried Adv. Agency, president, and Donald Murphy, Lucky Stores, director. Standing: Jack de Mello, KROW Oakland, secretary; Dalton Gautreaux, Small & Gautreaux Agency, director; Lowell Trautman, Trautman Apparel Co., vice president; Joseph Wright, director, and Clayton Snyder, director.**

## Get on 'Want' Level With Tv, TvB's Nelson Tells Cleaners

RAYMOND E. NELSON, director of national spot sales for Television Bureau of Advertising, New York, told the Chicago convention of the National Institute of Dry Cleaning last Wednesday to "get out of the 'need' category and onto the 'want' level, and do it with television."

The dry cleaning industry is a "sleeping giant" that has not kept pace with the dynamics of today's selling, Mr. Nelson said in an appearance as guest speaker. He suggested that the dry cleaners could double their present $2 billion annual volume of business by changing their basis advertising approach and working on a collective basis.

Mr. Nelson pointed out the business potential in younger families—"the ones to whom appearance is more than just a good idea." He said this potential could be tapped if dry cleaners made these people want their services.

"Television, the only medium for demonstration advertising—your best bet in creating this want—can forcefully bring to life the merits of good grooming, thereby encouraging and opening an immense reservoir of additional business," the TvB executive said. He also offered the facilities of TvB to the institute in assisting in the best use of the medium.

## ANPA Executive Advises Papers Seek Young Readers

"IF I WERE a newspaper circulation manager, I would seek out the young people, who have grown up first in the radio and then the television eras of mass communications, and make them the target of a special circulation promotion," Cranston Williams, general manager of the American Newspaper Publishers Assn., told the New Jersey Press Assn. a fortnight ago.

He said these people—the high school students, teenagers and young married couples—"represent the future circulation of your newspaper, and if you don't sell them today, you may never sell them."

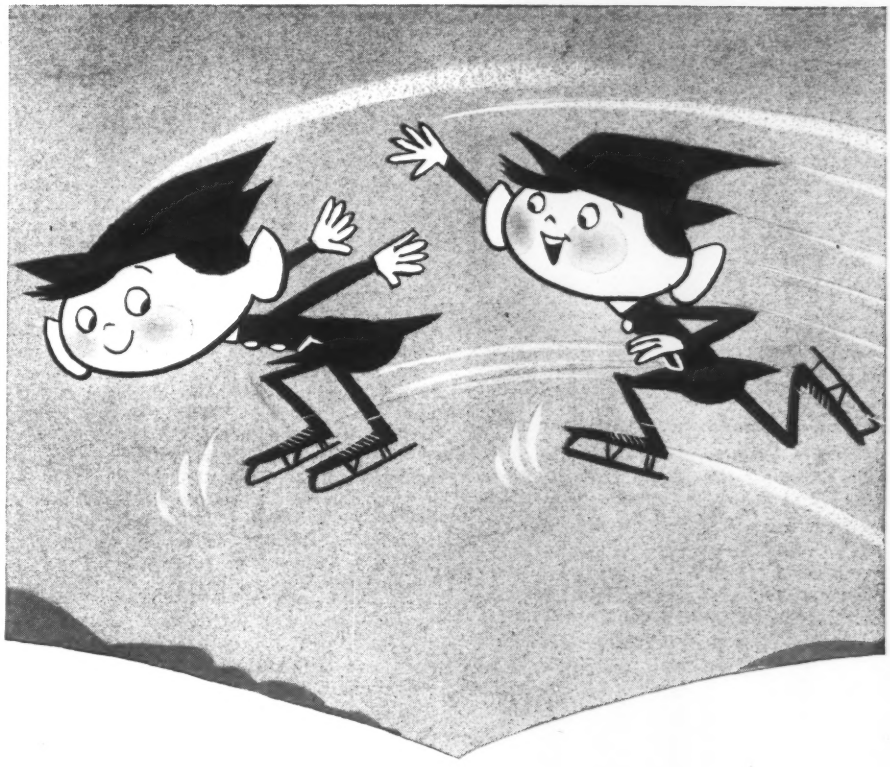
"I am not prepared," Mr. Williams said, "to say whether television has had any effect" in the decline in the number of daily newspapers per family since 1949. "However," he continued, "there is no doubt that modern life is more complex and there are more things to occupy your reader's time during his leisure hours."

Persons getting married today, who are accounting for the increase in U. S. households, Mr. Williams declared, "are not the newspaper readers that we were 20 years ago." The younger people have formed different habits, he said.

## Hobby to Address AWRT

OVETA CULP HOBBY, Secretary of Health, Education & Welfare, will address the national convention of American Women in Radio & Television, according to Jane Dalton, WSPA Spartanburg, S. C., AWRT president. The convention will be held May 5-8 at the Drake Hotel, Chicago.

Other speakers will include Mildred McAfee Horton, first woman board member of NBC and wartime commander of the WAVES; Harold E. Fellows, NARTB president, and Bea Adams, vice president of Gardner Adv. Co., St. Louis. Mrs. Hobby, who was executive director of KPRC-AM-TV Houston prior to her government appointment, will be guest speaker at the annual *McCall's* Magazine Awards Banquet May 7. Miss Adams will speak the previous day on the topic, "What's Your Hurry."

RACING COMPETITION ?

WGR-TV Buffalo can give your sales a big boost in this market. Consider these facts:

- Consistently proved to be Buffalo's favorite station. Twelve of the top 15 shows are on WGR-TV. (Pulse)
- Serves over 447,938 TV homes in U. S. plus a bonus of 407,619 in Canada.
- Your advertising completely merchandised to your trade. Ask for details.
- And a friendly station to do business with.

*to get ahead in Buffalo-Niagara*

*you need . . .* WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed

In Canada — Andy McDermott-Toronto

JANE FROMAN, star of her own show on CBS-TV, leads this impromptu quartet in a rendition of "With a Song in My Heart," in celebration of her choice by the Baltimore Ad Club as the "Outstanding Tv Personality of 1954." L to r: S. L. Hammerman, Baltimore realtor and chairman of the ad club banquet committee; C. R. Zarfoss, vice president, Western Maryland Railroad and ad club president; Miss Froman, and Gov. Theodore R. McKeldin of Maryland.

## Horton Advises Ad Group On Selection of Media

ADVERTISERS and agencies today, faced with the challenge of selecting a particular medium to solve a particular sales problem, were advised on media selection by Frederic L. Horton, NBC director of network sales, in a talk before the Advertising Council of Dallas last week. Mr. Horton prefaced his remarks on the value of radio with a recital of data showing that America is in a period of "dynamic growth," with substantial increases in purchasing power since 1940 and a more equitable distribution of income since that period.

But radio, Mr. Horton contended, "is not being used to the extent that it should be and consequently is not contributing to this country's dynamic growth, of which it is fully capable." He claimed this deficiency is not the fault of the medium, pointing out that at NBC new ways have been devised to use radio for "unrivaled dollar efficiency" and "thousands" have been spent on research to "prove that radio provides a huge audience for the advertiser" (also see story on Robert W. Sarnoff radio talk, page 92).

Mr. Horton pointed out that radio is "the only medium capable of reaching people in so many places, under so many circumstances —reaching them while they are using or are in need of the product you sell, and we at the networks have redesigned our programming and sales policies to best fit the listening habits of the nation." Mr. Horton said that the public realized the value and importance of radio, and cited the results of the recent NBC-Starch survey on evening radio listening, which he described as "most gratifying."

He asserted that some agencies and clients had sold radio short, and suggested they undertake a study of every medium to ascertain its value and to use the best medium geared to meet a specific sales problem. He proposed that radio be used "when and where its unique values can best make their contributions to the solving of those problems."

## Conn. Group Warned On Control Attempts

BROADCASTERS might as well prepare themselves for years of "broadcast baiting," NARTB President Harold E. Fellows told the Connecticut Broadcasters Assn. Thursday at a meeting held at the Bond Hotel, Hartford. All CBA stations except one attended the meeting.

Taking part in the program were Gov. Abraham A. Ribicoff, of Connecticut; FCC Comr. John C. Doerfer; C. E. Midgley Jr., media supervisor of Ted Bates & Co., and Frank Silvernail, director of station relations for BBDO. (See story page 34-35.) J. Maxim Ryder, WBRY Waterbury, presided as CBA president.

Mr. Fellows said broadcasters must jointly fight government infiltration into the social and economic facets of the nation. He added that 46 states have now formed broadcaster associations. Citing data on the size of the broadcast audience he said, "On a national average there are 62,406 people for every radio station in the U. S. . . . There are 400,982 people for every tv station. . . . There are on the air in the U. S. now 2,583 am radio stations and 402 tv stations. In the year just passed more radio stations went on the air than tv stations."

Broadcasters owe their obligation to fight proposed control of the medium first to the people and only secondarily to themselves. A trade association, he said, must wage a defense against injury and work constantly toward self-improvement. In the latter connection he cited the radio and tv codes, liaison with state associations in freedom of information and sports, and cooperation in solving common problems.

Gov. Ribicoff, speaking extemporaneously, said he did not plan to build educational radio-tv stations but could use them as clubs to induce commercial stations to do a good public service job. Failing, he could go ahead with state stations, he said. Gov. Ribicoff said he would sign a bill, if passed, giving stations libel protection against statements by political candidates. He opposed telecasting of court trials and said he was "not for coverage of public hearings." Only one radio station covers his twice-daily news conferences, Gov. Ribicoff said.

## Texas Broadcasters Meet April 25 in San Antonio

SPRING membership meeting of the Texas Assn. of Broadcasters will be held April 25 at the Gunter Hotel, San Antonio, according to Louis R. Cook, KNOW Austin, TAB president.

Mr. Cook has named two committees to cooperate with NARTB activities in the sports and freedom of information fields. Named to the sports committee were Earle Fletcher, KXOL Fort Worth, chairman; Jack Wallace, KBST Big Spring; James Curtis, KFRO Longview; Fred Kincaid, KPLT Paris, and Dave Russell, KFDM Beaumont.

Appointed to the freedom of information group were Dave Morris, KNUZ Houston, chairman; Joe W. Leonard Jr., KGAF Gainesville; James W. Bradner, KGBC Galveston; George Tarter, KCBD Lubbock, and Lewis Seibert, KGKL San Angelo.

## RETMA Group Meets March 20

FOURTH ANNUAL membership rally of manufacturers of commercial and military electronic equipment will be held March 20 at the Roosevelt Hotel, New York, by Radio-Electronics-Tv Mfrs. Assn. Maj. Gen. George I. Back, Chief Signal Officer of the Army, will be a speaker, according to F. R. Lack, Western Electric Co., chairman of RETMA's Electronics Industry Committee. The meeting will precede the annual Institute of Radio Engineers convention and equipment show.

## Negro Leaders Satisfied With Radio-Tv Boycott

NEGRO LEADERS last week expressed themselves as "highly satisfied" with their move for a two-hour boycott on Feb. 28 by Negroes and other non-whites in the New York area of all radio and tv programs [B•T, Feb. 28], but they acknowledged they could not determine the effectiveness of the action.

Odell Clark, chairman of the labor and industry committee of the New York National Assn. for the Advancement of Colored People, which staged the boycott from 8:30-10:30 p.m. as a means of dramatizing the campaign for more jobs in radio and tv for non-whites, told B•T that committee members believed there had been "wholehearted cooperation" in Harlem and other non-white communities in New York. He added the committee was of the opinion that other means of highlighting its campaign should be implemented—not necessarily another boycott—and it now is laying plans for such an action.

The committee, Mr. Clark said, plans to continue to schedule meetings with stations and networks as part of its drive to obtain "full integration" of Negro and other non-white performers, technicians and employes in the broadcasting field.

## FPA Elects Lowendahl; Approves SAG Contract

ELECTION of Walter Lowendahl as president of the Film Producers Assn. of New York, succeeding David Pincus, president of Carnival Films Inc., has been announced. Mr. Lowendahl is executive vice president of Transfilm Inc., New York.

Others elected were: Harold Wondsel, Sound Masters Inc., vice president; Herbert Kerkow, Herbert Kerkow Inc., secretary, and Edward Lamm, Pathescope Co. of America Inc., treasurer.

Elected to the board of directors were: Henry Strauss, Henry Strauss & Co.; Peter Mooney, Audio Productions Inc.; Jack Henderson, Sarra Inc.; Robert Lawrence, Robert Lawrence Productions Inc., and Mr. Pincus.

FPA also approved the producer-Screen Actors Guild 1955 contract for filmed commercials which had already been approved by the negotiating committee of the Screen Actors Guild and is now in the process of being signed.

## NFAA to Meet April 13-15

SECOND national convention of the National Federation of Advertising Agencies Inc., Los Angeles-headquartered network of 25 American and Canadian agencies, will be held at the Escape Hotel, Ft. Lauderdale, Fla., from April 13 to 15, NFAA President Robert W. Maercklein, Maercklein-Nelson Adv., Milwaukee, announced last week.

## Kentucky Assn. Sets Meeting

SPRING meeting of Kentucky Broadcasters Assn. will be held March 29 at the Brown Hotel, Louisville, with Carl Haverlin, BMI president, addressing the banquet. A morning business meeting is planned followed by an afternoon "bull session." The KBA executive committee will meet the evening of March 28. Mike Layman, WSFC Somerset, is president of KBA.

# BIG ONES for little ones . . .

**You have a problem?** Want to demonstrate how something tiny works? Want to bring something enormous into the studio before the TV camera? Your answer is . . . Film—for shows that tell all about everything, without change or "fluff," day after day, on or off network. What's more, it's easy, economical to **USE EASTMAN FILM.**

For complete information, write to:

Motion Picture Film Department
**EASTMAN KODAK COMPANY**
Rochester 4, N.Y.

***East Coast Division***
342 Madison Avenue
New York 17, N.Y.

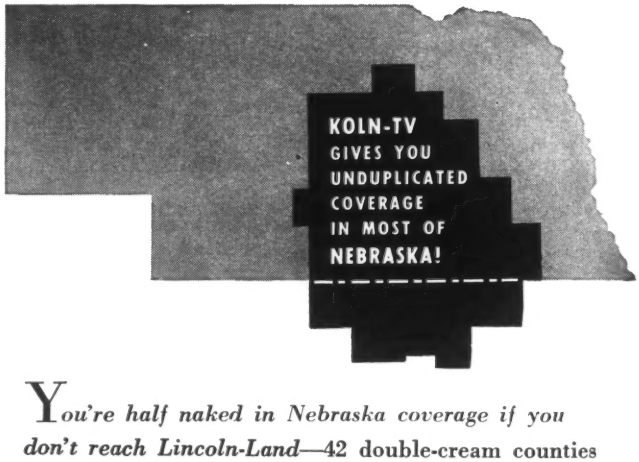
***Midwest Division***
137 North Wabash Avenue
Chicago 2, Illinois

***West Coast Division***
6706 Santa Monica Blvd.
Hollywood 38, California

**or W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

AND BE SURE to [illegible] IN COLOR . . . You'll be needing it soon.

# Is This "COVERAGE"?




*You're half naked in Nebraska coverage if you don't reach Lincoln-Land*—42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

*The KOLN-TV tower is 75 miles from Omaha!* This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM – TV – FM

*The Felzer Stations*

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

## KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

*Avery-Knodel, Inc., Exclusive National Representatives*

## Art Directors Set Plans For Adv., Editorial Show

THE ART Directors Club of New York has announced plans for its 34th annual exhibition of advertising and editorial art and design. Medals and awards of distinctive honor will be determined by a jury. Deadline date for submitting entries to the club, which is located at 115 E. 40th St., New York, is March 21.

Any advertising or editorial material which appeared in published form between Feb. 15, 1954, and Feb. 15, 1955, is acceptable for entry.

Television commercials may be submitted in either a film or kinescope as separate reels. Live commercials, film commercials, limited action commercials, shared ID's should be submitted on single frame entries as 4" x 5" photo prints, mounted on 7½" x 11" black mat backing.

A 50-cent handling fee is charged for each piece of material submitted. A $5 handling fee is charged for each tv commercial film submitted.

## Pa. Broadcasters Theme: 'March Is Radio Month'

A SATURATION campaign, "March Is Radio Month," is being conducted by the Pennsylvania Assn. of Broadcasters, with 130 radio stations taking part. All stations are using kits containing announcements, five-minute package programs, publicity material and newspaper mats. David A. Bennett, WTPA (TV) Harrisburg, president of PAB, said "the number of state homes where families listen to radio has increased to over 3,001,000, or 7% of the radio homes in the United States."

President Bennett said there are 150 radio sets per square mile in the state, not counting automobile radios. Stations are broadcasting brief messages describing their public service, news, entertainment and community programs and activities.

## Three Stations Join RAB

RADIO Advertising Bureau has announced the addition of CKLW Windsor-Detroit, WMAL Washington and WIBC Indianapolis as RAB members. Arch L. Madsen, director of member service said "addition of major stations like these is reducing to a negligible number the major market radio stations not now in membership."

## Missouri Assn. Sets Meeting

MISSOURI Broadcasters Assn. March 15-16 will hold its semi-annual meeting in connection with the BMI clinic at the Colonial Hotel, Springfield, Mo., Catherine Roer, secretary of the association, has announced. Gene W. Dennis, account executive of R. J. Potts, Calkins & Holden, Kansas City, will be the principal speaker at the opening session.

### TRADE ASSN. PEOPLE

**Jerome Sill,** general manager, WMIL Milwaukee, elected president, Wisconsin Broadcasters Assn., filling unexpired term of **Harry Peck,** formerly of WISN Milwaukee.

**Robert T. Mason,** president, Marion Broadcasting Co. (WMRN Marion, Ohio) chosen Fifth District Adv. Club Man of the Year, at Adv. Federation of America district meeting for national and local civic participations and endeavors and achievements in radio field; **Barney Bigler,** editor, *Ad-Denda,* house organ, Marion Sales-Ad Club, presented award for excellence of publication.



# FCC PROPOSES RULE TO KEEP TV TOWERS WITHIN FIVE MILES OF ASSIGNED CITY

**Move is first Commission has made to tighten up the rules of its Sixth Report. Action came after WKNX-TV Saginaw request. Five cases involving antenna moves are now before the Commission, and at least five stations now operating are covering major markets from transmitters more than five miles from the home city.**

ALMOST three years after it issued its nationwide tv allocation plan and rules—following the three-and-a-half-year freeze on tv grants—the FCC moved last week to tighten up its tv rules.

In the first such move—previous revisions (satellite operation, low power, etc.) tended to liberalize the regulations set forth in the 1952 Sixth Report and Order—the FCC proposed to limit tv transmitter locations to not more than five miles from the borders of the city to which a channel is allocated.

The notice of proposed rule-making was issued the same day the FCC wrote to WSTV-TV Steubenville, Ohio, that the $3 million purchase of the ch. 9 station by CBS and its move to Florence, Pa.—with its transmitter located 3.5 miles from downtown Pittsburgh—could not be granted without a hearing.

The FCC's new five mile limit for tv antennas followed a petition by ch. 57 WKNX-TV Saginaw, Mich., asking that very thing [B•T, Dec. 20, 1954]. WJRT (TV) Flint, Mich., was the only party to file an opposition to this petition.

The proposal would permit exceptions to be made provided good cause is shown. The Commission mentioned air hazard considerations and local zoning regulations as two such reasons.

### Waiver Requires Plans Disclosure

Any request for a waiver, the Commission pointed out, would have to make a full disclosure of all agreements and understandings with networks. It also would require full disclosure of studio plans, hours of local programming and a description of programming from each studio, if more than one.

The WKNX-TV request—which was filed by the Washington law firm of Cottone & Scheiner—proposed that the FCC withhold action on any applications seeking transmitter sites farther away than five miles of the main city pending the resolution of this transmitter location proposal. The Commission said, however, that this was not necessary. It would consider such applications on a case-by-case basis.

Actually, a petition similar in intent to the WKNX-TV proposal was filed in 1953 by WGRD Grand Rapids. It asked that the FCC require that no station put a signal of greater intensity over any city than that which it places over its "principal" city. This was denied by the FCC at that time.

Comments on the FCC's five-mile-limit proposal is requested by April 15, with reply comments due April 25.

When CBS bought WSTV-TV Steubenville—pending FCC approval, of course—the station asked that the channel be moved to Florence, less than 15 miles from Steubenville, in Allegheny County, Pa. Current FCC regulations permit channels to be moved to another city within 15 miles of the city to which originally assigned without the requirement of a rule-making proceeding.

WSTV-TV also proposed to place its transmitter site 3.5 miles from the center of Pittsburgh, and 22.5 miles from Florence. There is no fixed requirement regarding antenna sites for tv stations except mileage separation and the placing of a minimum signal strength over the so-called principal city (74 dbu for channels 2-6, 77 dbu for channels 7-13 and 80 dbu for uhf channels).

This caused the Commission pause.

In its March 2 McFarland letter to WSTV and to CBS, the Commission said it was not its intention to permit Sec. 3.607(b) to be used as a bridge to locate stations to serve a community more than 15 miles from the city to which the channel is allocated. This move, the FCC said, is "inconsistent" with the purpose of the tv channel allocation. The additional area, permitted by the 15-mile-rule [Sec. 3.607 (b)], is not included in the Steubenville stations' coverage, but substituted, the Commission said.

The FCC asked for a reply in 30 days.

The Commission's action on WSTV-TV's request to move its channel to permit it to cover a large metropolitan area [See, "Coming in the Back Door to Cover a Major Market," B•T, Jan. 17] is actually the second such by the FCC. Late last year, when KSLM-TV Salem, Ore., asked permission to move its transmitter site to a location 35 miles from Salem—the better to cover Portland, Ore.—the Commission demurred, asking the Salem station to explain its reasons.

Pending applications at the FCC which seek such moves involve WSLA (TV) Selma, Ala., which seeks to move its transmitter 49 miles away, to cover Montgomery, Ala.; KGEO-TV Enid, Okla., which wants to move its antenna to a site 30 miles away, to cover Oklahoma City, and KSWS-TV Roswell, N. M., which wants to move its site 40 miles away in order to encompass a region which includes Clovis, Portales, Carlsbad, Hobbs, Lovington and the White Mountains area.

All are still being processed.

Among the stations now operating whose antennas are a considerable distance away from the principal city—much more than the five miles recommended in the FCC's proposal last week—are:

KGUL-TV Galveston, Tex., whose antenna is 21 miles away, and which holds a grant for a transmitter site 27 miles away, covering Houston; KOVR (TV) Stockton, Calif., 35 miles away, covering San Francisco; KTVX (TV) Muskogee, 22.5 miles away, covering Tulsa; WTTV (TV) Bloomington, Ind., 30 miles away, covering Indianapolis; WINT (TV) Waterloo, Ind., 18 miles away, covering Fort Wayne.

Holding grants, but not yet on the air, are KCOA (TV) Corona, Calif., whose antenna is 35 miles away, covering San Francisco, and WTVM (TV) Muskegon, Mich., whose transmitter site is 20 miles away, covering Grand Rapids.

Although not exactly in the same category as those above, the situation involving WSPA-TV Spartanburg, S. C., also is considered among the cases which are affected by the FCC's proposed 5 mile rule. WSPA-TV is seeking to move its transmitter to Paris Mt., 27 miles from Spartanburg and a half-dozen miles from Greenville, S. C. It has been under constant attack from Greenville and Anderson, S. C., stations.

## The Censorship That Impoverishes Freedom

*The gag agreement between British political leaders to silence discussion on specific issues during a two-week period prior to Parliament debate evoked a minor bombshell in Britain (see story, page 97). CBS Radio news analyst Eric Sevareid had this to say on his CBS Radio broadcast of last Monday night.*

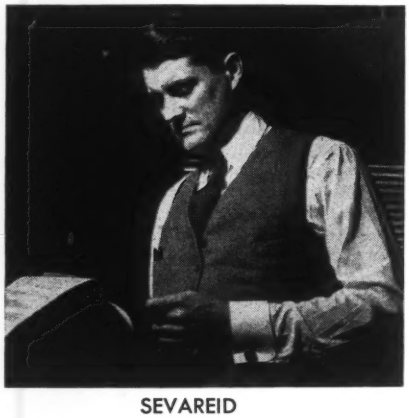
GOOD EVENING . . . Radio and television have become integral parts of the political life of both the American and the British people. But the London dispatches this week reveal again the sharp contrast in operations of the electronics media and in the philosophies behind them.

Broadcasting in Britain is a quasi-governmental monopoly. Generally it is handled with sufficient skill and freedom so that people are hardly aware of the ultimate hand of government. This week the British people are keenly aware of it; they have suddenly discovered that political leaders have so arranged things that they may not hear, on tv or radio, panel discussions of vital public matters within two weeks preceding debate on the specific matter by the British Parliament. This was revealed by an angry moderator, forbidden to discuss the hydrogen bomb. Churchill endorses this general prohibition. He believes public debate would impair the prestige and power of the Parliament he loves.

Exactly why is a little hard to see. These matters are debated, searchingly and constantly in the British press, any time the press chooses; and the actual parliamentary debates—never broadcast—are read in detail by about as small a proportion of the public as read the *Congressional Record* here in America. One would think that broadcast debate, by authorities from private as well as political life, would not only enrich the public's understanding but infinitely enrich and sharpen the debate when it reaches the Parliament. That is constantly occurring here in Washington.

Given the government's control, the BBC cannot fight its own battles publicly. So the London press is challenging the government either to impose this gag by law, or to remove it. The real story of the gag is a revelation of the dangerous distortions to which government monopoly can lead; for it has been imposed in actuality, by private agreement between the political party leaders, both those in and those *out* of government. And the critics argue that they are not so much concerned with the prestige of Parliament as they are with control of their particular party. In the *party's* interest, they are trying to control the manner in which public issues are presented, and by *which* party personalities. One of the results of this political interference with what the people shall hear is that British broadcasting presents only those political debaters selected for it by the two party leaderships.

It is a fashion for some intellectuals who deplore the wide and sometimes wild intellectual variety of American broadcasting to express preference for the British system, where all is so neat and high minded and orderly. If they are not disturbed by this arrogation of control over the British mind, then surely they have forgotten the basic relationship between freedom and



SEVAREID

order. Each depends upon the other, but order so imposed as this can lead only to disorder.

This is not to say that America has no disorder in its broadcast discussions of public issues, it does indeed, but it comes, happily, not because of political control but because of the very freedom, the very variety to be found in our broadcast spectrum in any given week. The number of discussion programs has grown at a rate much greater than has the supply of political figures worth listening to; so we tend to hear the same personalities over and over again on the best level, and second-rate personalities on various other levels.

This is a serious problem, hard to solve; but its solution does not depend upon secret agreements between those who hold the political power. And for any democracy, the problem imposed by informational *wealth* is a safer problem than that of poverty imposed.

## S. F. Tv Problems Unknown When Site Picked, Ike Says

PRESIDENT Eisenhower was not aware of the problems facing radio-tv broadcasters in covering the 1956 presidential nominating conventions in two widely-separated cities within a short period, he said at his Wednesday news conference.

Asked by Edward T. Folliard, of the *Washington Post* and *Times-Herald*, what he thought about San Francisco as a site for the Republican convention and the merits of a short campaign, the President said:

"Well, when they asked me about this selection of cities, I didn't know all of the technical details of television, and switching it from one convention to another or all of the other things that so engaged the attention of the (Republican National) Committee.

"I said I knew the climate of the areas, and I liked that, San Francisco, better than I did Chicago; that was my remark.

"Now, I don't know that the timing and the place has any great effect upon the succeeding campaign. I doubt that it has.

"I rather think it is a good thing to shift around from one city to another, really, that is what I thought, instead of always going back to the same place—switch around in this country. It is a big country, and if the place can accommodate the members of the convention, let's—why, let's go there once in a while."

## DISMISSAL OF LAMB CASE ASKED OF FCC

**Petition for renewal of Edward Lamb's WICU (TV) Erie, Pa., is filed. It charges FCC failed to substantiate charges against Mr. Lamb.**

PETITION to dismiss the WICU (TV) Erie, Pa., license renewal proceeding and grant the station's renewal—on the ground the FCC has failed to find any evidence which would disqualify owner Edward Lamb—was filed with the Commission Tuesday.

A companion motion also was tendered to withdraw and delete the issue concerning the charge by Mr. Lamb that FCC employes caused at least one bribe to be offered to secure false evidence against him. Reply to these pleadings is to be filed early this week by the FCC Broadcast Bureau. It is expected to oppose the motions.

The WICU hearing was recessed by Examiner Herbert Sharfman a fortnight ago, following completion of cross-examination of ex-communist Lowell Watson, when Lamb counsel Russell Morton Brown gave notice of his intention to file the petition.

Pointing to the recantations of testimony by Mr. Watson and Mrs. Marie Natvig, both of whom previously had identified Mr. Lamb with communist activities, Mr. Brown charged that the Broadcast Bureau had completely failed to make a case [B•T, Feb. 28].

Both Mr. Watson and Mrs. Natvig testified before Mr. Sharfman last month that their testimony last fall, linking Mr. Lamb with communism, was false and incorrect. Mrs. Natvig charged FCC counsel with "coercion" as the explanation for her original testimony. Mr. Watson claimed he had been "conditioned" and misled.

Meanwhile, a Federal grand jury in Washington last Monday and Tuesday considered the testimony given by Mrs. Natvig in the FCC hearing. After a mid-week recess, the grand jury was to resume its inquiry Friday, a Justice Dept. spokesman said.

### Advised to Keep Silent

Mrs. John Dwyer, attorney appointed by the Legal Aid Society for Mrs. Natvig, told B•T that although Mrs. Natvig originally indicated she would appear before the grand jury voluntarily, she probably would advise Mrs. Natvig not to appear and not to issue any public statement.

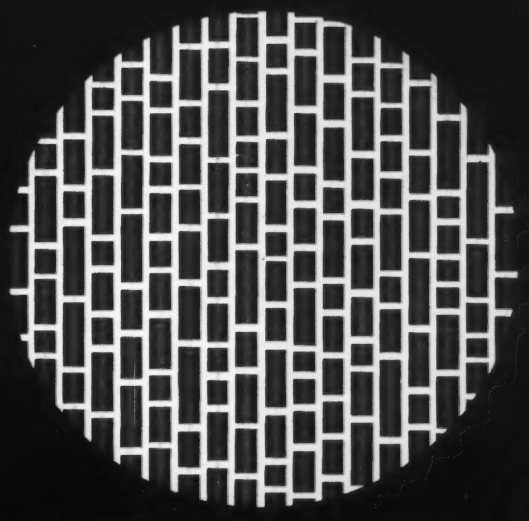
On Tuesday, two FCC employes testified before the grand jury. They were recognized by reporters as Thomas B. Fitzpatrick, attorney, and Robert D. J. Leahy, investigator. Both have been working on the Lamb case for the Commission.

At the request of the Justice Dept., the FCC also has turned over the transcripts of Mr. Watson's testimony in the Lamb case.

In his memorandum of law to support his motion, Mr. Brown explained the pleading "is in the nature of a demurrer to the evidence, motion for directed verdict, motion for acquittal and similar trial practices. When the plaintiff of prosecution [FCC] has failed to make out a *prima-facie* case, there is no point in putting the defense [Mr. Lamb] to the needless waste of time, effort and expense in adducing evidence." He cited other cases which would support the authority of Examiner Sharfman to dismiss the proceeding and renew WICU's license.

The WICU petition contended "the record

Electron photo microscope's view of conventional oxide coating used by many long play tapes. (Artist's conception.)



Similar enlarged view showing exclusive oxide dispersion method developed by "Scotch" Brand for new Extra Play Tape.

# SEE the difference...

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The secret of "Scotch" Brand's superiority? It's the completely new oxide dispersion process. By laying carefully filtered, fine-grain particles in a neat, orderly pattern, "Scotch" Brand is able to produce a super-sensitive magnetic recording surface that contains the same amount of oxide as conventional tapes, yet is 50% thinner. That's important to remember when buying tape. Because recording experts are aware that a thinner, more potent oxide coating is essential for improved results with long play magnetic tapes.

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3M

contains no evidence that Edward Lamb misrepresented or concealed facts from the Commission, and there is no evidence of record which he should be required to disprove."

The petition asserted the record "warrants and requires" a finding that each of Mr. Lamb's statements, set forth by the FCC in its hearing order of June 4, 1954, "is literally and actually true and correct." The statements cited were assertions made by Mr. Lamb under oath that he never had communist ties.

The petition requesting the FCC to delete the issue about Mr. Lamb's allegation of attempted bribery pointed out that the issue "relates solely to averments made in a certain complaint filed by the applicant in the U. S. District Court" last summer. The court suit was an unsuccessful effort to halt the FCC hearing [B•T, June 14, May 17, 1954].

"Inclusion of this issue in the matters set for hearing would require the applicant to disclose its evidence in advance of trial, and this might prejudice the conduct of the court proceedings and interfere with the administration of justice," the WICU petition said.

## Lamb Buys K. C. Heater Firm

PURCHASE of Rasch Mfg. Co. (Security water heaters), 50-year-old Kansas City firm, by Edward Lamb Enterprises Inc., Toledo, was announced last week by broadcaster-publisher Edward Lamb. His firm already owns White Products Corp., Middleville, Mich., maker of the White line of gas and electric water heaters.

## Bricker Says Kefauver Erred In McConnaughey Questioning

SEN. JOHN W. BRICKER (R-Ohio) in a letter last week to Sen. Estes Kefauver (D-Tenn.) charged the Tennessean with being "factually erroneous" during the latter's questioning of FCC Chairman George C. McConnaughey at a hearing on Mr. McConnaughey's nomination to the FCC a fortnight ago [B•T, Feb. 28].

Sen. Bricker said Sen. Kefauver was wrong when during questioning he said he believed "we have never had a commissioner who came on the Commission who had been the counsel for some of the people that he is now going to have control over."

Sen. Bricker named three members or former members of the FCC as representing broadcast interests before being named to the Commission: Paul A. Porter, a former FCC chairman, who was Washington counsel for CBS for five years prior to his appointment; Wayne Coy, also a former FCC chairman, who was director of WINX-AM-FM Washington, D. C. (now WOOK), before going to the FCC, and present Comr. Robert T. Bartley, who from 1939-43 was vice president of the Yankee Network and from 1943-47 was employed by NAB (now NARTB) before his present appointment to the FCC in 1952.

Sen. Bricker said he did not believe Sen. Kefauver "intentionally singled out lawyers solely by reason of their previous professional connections for disqualification from service on the FCC." He added, "I believe that the point raised by Sen. Kefauver presents no worthwhile measure of fidelity to public trust nor can it truthfully gauge even unconscious favoritism." He asked that the letter be made a part of the hearing record.

Mr. McConnaughey testified at the hearing he had represented AT&T companies during the period 1948-53.

## WPRO-TV Gets STA

AFTER a year-and-a-half of litigation since its original grant, ch. 12 WPRO-TV Providence, R. I., was granted special temporary authority by the FCC last week to begin operation on a commercial basis. The STA, to expire Sept. 5, is conditioned upon such action as the Commission may be required to take as the result of final determination of the appeal pending in court by ch. 16 WNET (TV) Providence. WNET objected to the WPRO-TV grant in a Sec. 309(c) economic protest. Comr. Frieda B. Hennock dissented in the action to grant the STA.

# ACTION IMMINENT ON McCONNAUGHEY

THE Senate Commerce Committee will meet in closed session at 10 a.m. Wednesday, its regular meeting date, to act on the nomination of George C. McConnaughey to the FCC and to transact other business.

The nomination was expected to be reported favorably by the committee, although it was not certain whether the vote would be unanimous.

The committee had been expected to meet last week on the McConnaughey nomination, but Chairman Warren G. Magnuson (D-Wash.), who left on a business trip to Seattle shortly after the committee hearing the week before [B•T, Feb. 28], took advantage of a comparatively quiet period in the Senate to remain in his home state a few days longer. He was to return to the Nation's Capital today (Monday).

The record was left open after the Feb. 23 hearing for additional comments. Mr. McConnaughey, who assumed chairmanship of the FCC Oct. 4 under an interim appointment by President Eisenhower, would serve the remainder of a seven-year term, left vacant by the resignation of Comr. George Sterling, which began July 1, 1950.

After committee approval, the McConnaughey nomination would go to the Senate for vote on confirmation.

## Three New Standard Outlets Given FCC Authorization

NEW standard daytime stations at Madison, Ind., Albuquerque, N.M., and Mayodan, N.C., were granted by the FCC late last week.

New daytime am station on 1270 kc with 1 kw directional at Madison, Ind., was authorized to Electronic Laboratories Inc., former permittee of WORX Madison. The permit for WORX, daytime on 1440 kc with 500 w directional, was deleted by the FCC last November.

At Albuquerque, a new facility on 1430 kc with 500 w was granted to Grande Broadcasting Co., an equal partnership of D. W. Schieber, employe for manufacturer of house trailers, and W. R. King, farm director and announcer at KYMA Yuma, Ariz.

At Mayodan, a new daytime station on 1420 kc with 500 w was granted to G. E. McDaniel, stockholder of WFMB (FM) there. Mr. McDaniel also deals in real estate and furniture.

FCC also authorized WDVH Gainesville, Fla., to change operation from directional daytime to non-directional on 980 kc with 5 kw.

# SENATE UNIT APPROVES COMMUNICATIONS PACT

**ITC treaty now goes to the Senate for ratification. It provides appeal to the World Court or arbitration on Soviet jamming of Voice broadcasts.**

THE SENATE Foreign Relations Committee last week reported favorably on the International Telecommunications Convention with annexes and final protocol signed in December 1952 at Buenos Aires. The treaty now goes to the Senate for ratification.

The Senate heard testimony from a State Dept. official that the convention has "no teeth" to prevent Soviet jamming of Voice of America broadcasts.

Francis Colt DeWolf, chief of the State Dept.'s Telecommunications Policy Staff, said jamming "is such a horrendous crime it isn't even mentioned" in the agreement. Mr. DeWolf also was U. S. representative to the 18-member administrative council of the International Telecommunications Union, made up of 90 member and five associate member nations.

Under questioning, Mr. DeWolf said Soviet jamming violates voluntary agreements provided by the convention against interference. He added that ITC does provide for appeal to the World Court or arbitration, therefore, leaving a method open for branding an offending nation as a violator of the treaty, although no method of enforcing it.

The Senate group, under the acting chairmanship of Sen. Theodore Francis Green (D-R.I.), also heard testimony from J. Paul Barringer, director of the State Dept.'s Office of Transport & Communications Policy.

Mr. Barringer said ITC represents a revision of the Atlantic City Convention of 1947 and that 32 nations have approved the plan, which provides that a nation must ratify it by Dec. 31, 1955, or lose its vote.

## Corpus Christi Ch. 10 Ruling Is Protested

EXAMINER's initial decision proposing to grant ch. 10 at Corpus Christi, Tex., to K-SIX Television Inc., was taken to task by the FCC Broadcast Bureau last week in exceptions which charged "invalid standards" were employed to weigh the relative merits of the three applicants [B•T, Jan. 24].

Exceptions protesting the initial decision also were filed by the two losing applicants, Superior Television Inc., and KEYS-TV Inc. Superior is owned 25% each by J. D. Wrather Jr. and Maria Helen Alvarez, principals in KFMB-AM-TV San Diego. KEYS-TV Inc. is headed by principals in KEYS Corpus Christi.

K-SIX Television, owned 51% by KSIX there, filed a brief supporting the examiner's ruling but took exception to his failure to find and conclude that the proposed successful applicant "should be preferred on additional grounds and by a wider margin."

In its brief, the Broadcast Bureau explained its exceptions "are based upon the examiner's adoption of invalid standards for assessing the proposals of the respective applicants; the failure to make additional findings necessary to a full and equitable consideration of such proposals; the invalidity of conclusions from the evidence considered so that little or no weight could be accorded them; and the impact of the improper application of standards or the weight accorded to various conclusions upon the ultimate decisional conclusions."

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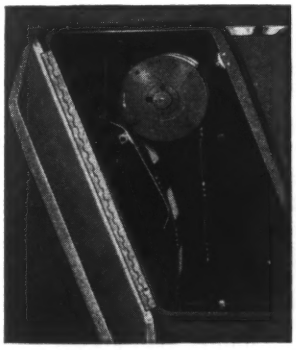

**Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.**

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# FCC FEARS MULTIPLE OWNERSHIP RULING JEOPARDIZES ITS POWERS, WILL APPEAL

## Court's decision forbidding FCC's arbitrary numerical limit on stations a person or entity can own to be bucked to Supreme Court.

FEARFUL that its rule-making powers are in jeopardy, the FCC last week decided to ask the Supreme Court to review the U. S. Court of Appeals decision which a fortnight ago knocked out its numerical limitation on multiple ownership [B•T, Feb. 28].

The Commission's lawyers began work drafting a petition to the Supreme Court for a writ of *certiorari*. This is a request for permission to file an appeal. Commission attorneys implied that they expect to have the full support of the Dept. of Justice, which is a party to the original suit brought by Storer Broadcasting Co. against the FCC.

The appellate court said, in a unanimous three-judge decision written by Circuit Judge Wilbur K. Miller, that Sec. 309(b) of the Communications Act says that the FCC must grant a hearing to any applicant whose application it cannot grant. This supersedes the multiple ownership regulation, which limited the number of am, fm and tv stations which might be owned by a single person or entity, the court said.

In am and fm, the maximum is set at seven; in tv it also is seven, of which not more than five may be vhf outlets.

The court did say, however, that in certain instances the Commission properly could refuse to accept an application. These were, the court pointed out, where the applicant was an alien, or where an application was for a tv channel not allocated to the city applied for or where an application is filed for an unlawful purpose.

The case originated in 1953 when Storer applied for Miami ch. 10. Storer at that time had the maximum number of stations permitted to be owned by a single owner—five. The FCC refused to accept the application. Storer then challenged FCC's multiple ownership rules.

### Same Court Upheld FCC

What dismays FCC attorneys is the fact that the same court only last year upheld the Commission's rule-making power in making a nationwide tv allocation plan—which assigned channels to various communities. This was the Logansport, Ind., case [B•T, Feb. 1, 1954].

They also feel that the Supreme Court's 1943 decision upholding the Commission's right to regulate station-network relations (the Chain Broadcasting rules) specifically gives the Commission the right to establish such rules as the controverted multiple ownership provisions. In the Chain Broadcasting rules, the Commission said it would not renew a station's license if it violated certain maximum limitations regarding option time for networks.

The Commission fears, it was learned, that if the multiple ownership decision is allowed to stand, the ensuing rash of applications would bog it down in endless hearings.

Among the regulations which most observers feel would be affected by the court's ruling are:

• The so-called "10% rule." In this, the Commission late last year included as a rule what had been an engineering standard. Simply stated, the rule says that the FCC will not grant an application for a new station, or for a change in facilities of an existing station, if more than 10% of the people to be served by the new facilities will suffer interference from other existing stations.

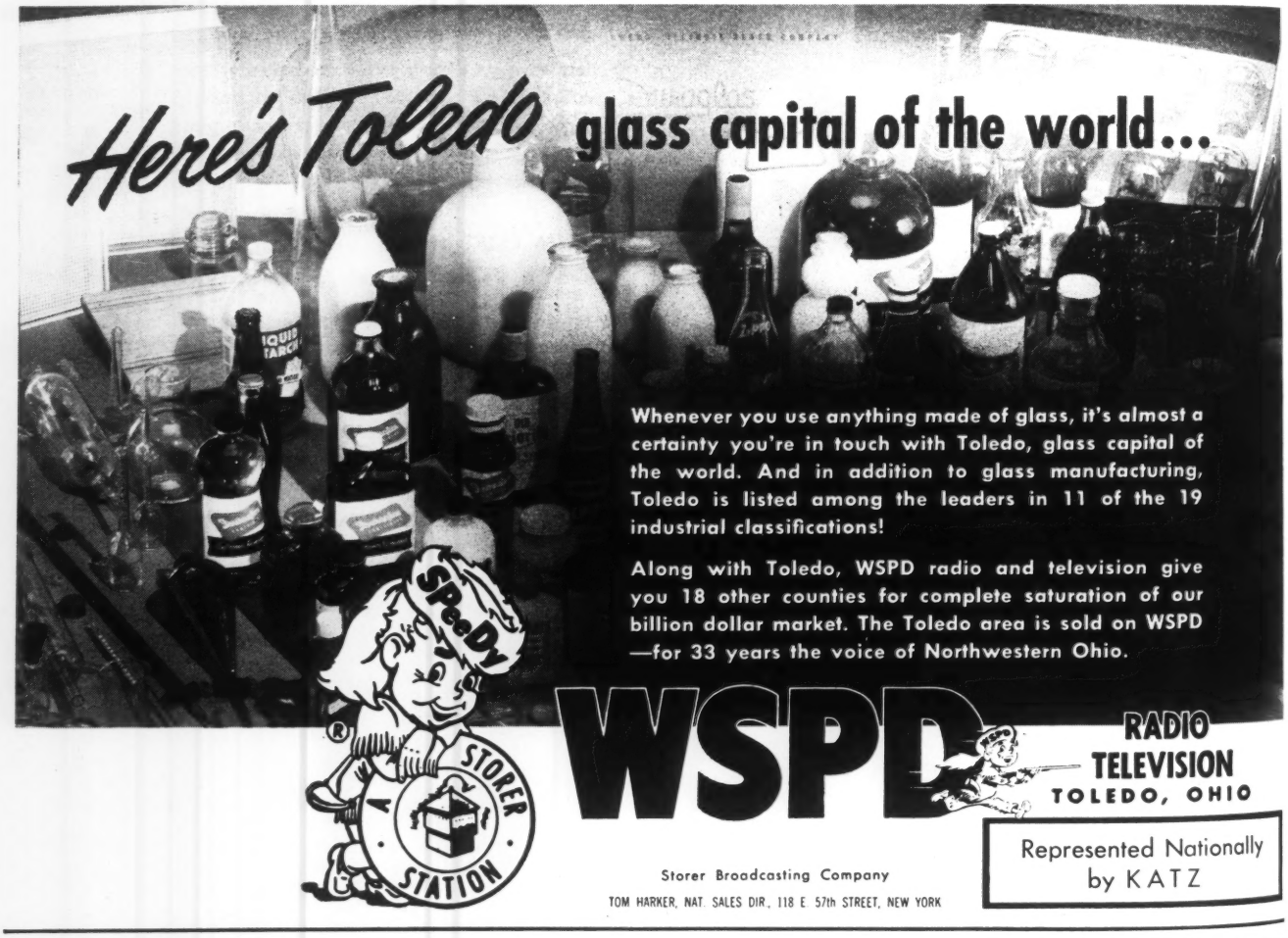
• Duopoly. This prevents one person or owner from owning more than one station of the same kind in the same market.

• Maximum powers. This is set forth in FCC rules for am broadcasting (clear channels, regional channels, local channels), in fm and tv.

• Tv separations. In its final tv allocation plan, the Commission specified that Zone I vhf co-channel stations must be separated by 170 miles, Zone II by 190 and Zone III by 220.

The latest FCC move using a numerical designation came last week when it issued a notice of proposed rule-making to prohibit the location of a tv transmitter site more than five miles from the boundaries of the principal city to which the channel is allocated (see story, page 67).

The court, in its decision, stated it was sure that the FCC would grant Storer a hearing on its two-year-old application for ch. 10 in Miami. Since then Storer has acquired ch. 23 WGBS-TV Miami—its seventh tv station, and second uhf. The ch. 10 hearing for the Florida city has been ended and an initial decision is awaited. Storer spokesmen indicate that they are marking time, now that the Commission has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Whenever you use anything made of glass, it's almost a certainty you're in touch with Toledo, glass capital of the world. And in addition to glass manufacturing, Toledo is listed among the leaders in 11 of the 19 industrial classifications!
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asked for an appeal, until the case is decided finally before determining what it intends to do in this respect.

Although FCC Chairman George C. McConnaughey and several commissioners begged off commenting on the decision, other commissioners expressed these ideas:

Comr. Robert E. Lee: "I favor appealing. . . ."

Comr. Rosel H. Hyde: "The implication of the ruling raises grave questions as to the FCC rule-making authority. It may well place a tremendous additional administrative burden on the Commission. . . ."

Comr. John C. Doerfer referred to his separate opinion in the 1954 order which established the five and two maximum for tv ownership. In that opinion, Comr. Doerfer, concurring in the decision, nevertheless expressed misgivings regarding the choice of a numerical limitation. He suggested that a number related to population, area or capacity to program would be more realistic.

Comr. Frieda B. Hennock earlier had announced that she favored an appeal to the Supreme Court. She also had said she favored a maximum of three tv stations to a single owner.

On Capitol Hill, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said of the decision this week that it "poses a grave question as to the adequacy of the Communications Act to prevent monopoly." He said his committee would take up the ruling.

Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce Communications subcommittee, said that the committee must first find out from the FCC what impact the decision will have on the industry. He added, however, that he thought the FCC was on "shaky" ground in setting a numerical limitation in the first place.

Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate Commerce Committee, said he had not read the decision in its entirety and therefore was loath to comment.

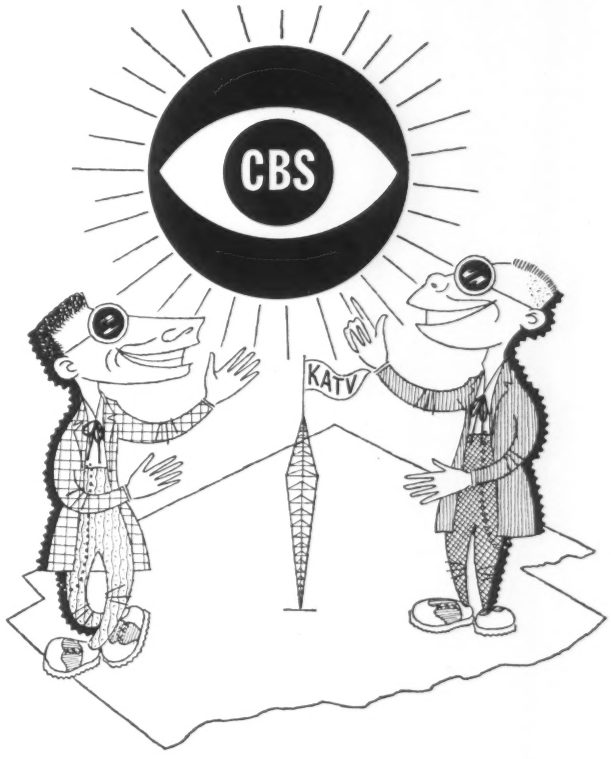
Sen. A. S. Mike Monroney (D-Okla.) said he was not familiar enough with the subject to comment on the court's decision.

There is a belief in some quarters that Sen. Harley M. Kilgore (D-W. Va.), chairman of the Senate Judiciary Committee may take up the subject. The Senate Judiciary Committee is seeking $250,000 to investigate monopoly. At one time Sen. Kilgore was especially interested in investigating monopoly in radio and tv broadcasting.

Some observers feel that Congress will certainly use the appellate court's decision to legislate regarding monopoly. One recommendation in this line, submitted by former FCC Assistant General Counsel Harry M. Plotkin in his memorandum as special counsel to the Senate Commerce Committee, is to limit to three the number of stations which networks might own.

## NARTB Comments on Limits

COMMENTS were filed with FCC last week by NARTB questioning the feasibility of proposed limitations regarding bandwidth and spurious emissions of am and fm stations. NARTB suggested formation of a special technical group to study the problem and said it is not aware of any data relating to interference produced by transmitters in the aural services which would warrant such extreme measures as proposed. NARTB petitioned FCC for additional time to submit reports by technical committees after further investigation.


"Dig that CRAZY sun!"

*"That's not the sun, son . . . that's the CBS EYE!"*

*"Do you mean that the CBS programming on KATV is so bright that it blots out the sun in Arkansas?"*

*"The moon too, son . . . both day and night that EYE is seen by 836,000 money spending Arkansans in the Heart of Arkansas, where 103,389 TV sets are tuned to the CBS EYE most of the time!"*

*"Sing on man! If an advertiser wants to shine brightly in Arkansas, he'll contact the hep boys at Avery-Knodel today!"*

To *shine* in Arkansas see:
Bruce B. Compton
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To *shine* in Arkansas see
Avery-Knodel, Inc.
National Reps

KATV

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Studios in Pine Bluff & Little Rock

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LITTLE ROCK, ARKANSAS

CBS

TELEVISION for the HEART of ARKANSAS

# HOUSE RULES GROUP SETS CLOSED MEET TO CONSIDER TELEVISING OF HEARINGS

**Rep. Meader at hearing urges committees be given latitude to decide on radio-tv coverage. He says such omission 'draws a curtain' on the public's right to know. Others say tv might cause new criteria for electing congressmen based on best appearances and glibbest tongues and that it would be unfortunate to allow such coverage.**

THE HOUSE Rules Committee, after hearing testimony during two days last week on a resolution which would amend House Rules to permit broadcasting and televising of committee proceedings, set the proposal and others for consideration at a closed session tomorrow (Tuesday).

Pro and con testimony was heard on a resolution (H Res 99) introduced Jan. 20 by Rep. George Meader (R-Mich.) to amend House Rule XI 25 (a) to allow microphone and camera coverage at the discretion of the committee concerned. Electronic media coverage of House committee proceedings currently are prohibited under interpretation of House Rules by Speaker Sam Rayburn (D-Tex.).

Testifying in favor of H Res 99 were Rep. Meader and Reps. Kenneth B. Keating (R-N. Y.), Charles B. Brownson (R-Ind.), Donald Jackson (R-Calif.) and Hugh Scott (R-Pa.). Testifying against it was Rep. Clyde Doyle (R-Calif.). Reps. Ray J. Madden (D-Ind.) and Henry J. Latham (R-N. Y.), committee members, voiced support of the resolution, while members William Colmer (D-Miss.), Clarence J. Brown (R-Ohio), Richard Bolling (D-Mo.) and Harris Ellsworth (R-Ore.) argued against it.

NARTB before the hearing last week sent a letter to Rep. Howard W. Smith (D-Va.), chairman of the committee, urging a favorable report on the bill.

First day of the Wednesday-Thursday hearing Rep. Meader, in support of his proposal, said a definite rule should be made to clear up existing doubts as to how the present rules apply to tv; that although the rules do not specifically permit tv coverage, neither do they expressly permit press coverage, yet the press is admitted. He urged that committees and their members be given latitude in making their own decision on coverage. He said omission of radio-tv coverage "draws a curtain" on the public's right to know what is going on.

Rep. Keating said he agreed in part that committee hearings should not be completely blacked out to radio-tv and said broadcasters can be relied upon to demonstrate proper selectivity in coverage of proceedings.

Rep. Madden described radio-tv as a great help in acquainting the greatest number of the public with the activities of Congress, adding that busy congressmen could benefit from watching tv programs showing what other committees are doing. He said he did not believe, however, that a witness should be compelled to testify before cameras against his will.

Rep. Brownson described how tv helped publicize the work of a House Small Business subcommittee which held hearings in Indianapolis in 1951. He said 40% of the area's population saw the hearings on tv. He said an hour-long film made of one subcommittee's activities last year in Korea had been helpful in pointing up the work of the group when shown later on tv.

He said about a third of each congressman's time is spent on committee work and reports of this work on tv film to constitutents would be helpful. He said tv coverage would do a public relations job for the House and keep it from being outshone by the Senate, where committees decide on tv coverage.

Now that congressmen are about to get their salaries raised, the public should be allowed to "sit in" on this "high-priced cast," and see its members perform, he said.

Rep. Jackson praised television for publicizing hearings held by a House Un-American Activities subcommittee last year in Seattle, where, he said, a half-million people watched the House group in action. As a result, he said, 43 national organizations and hundreds of viewers sent letters commending the committee on its work.

### Open Telecasting Seen

He called tv "more and more" the major medium of information and predicted that eventually public pressure will force Congress to open all its activities to the tv camera, with the possible exception of the House chamber. He said two million viewers watched 1954 hearings of the Un-American Activities group in Los Angeles. He added that if congressmen are tempted to "ham" before the cameras, they should be put on tv so voters can decide on whether to re-elect them. He said present tv techniques have eliminated much of the noise and confusion which opponents claim is caused by video.

He said Congress does not have the power to decide what should be "news" media, what should be "entertainment" media, and so on.

Rep. Latham said he felt tv "is here to stay"; that it can present both sides of any public issue and that it can build up or break down a person in public office.

Rep. Scott said he favored the Meader measure and said the committee should have the authority to decide on tv coverage. He described television as "one more choice" of media from which the public can get information to express pro or con viewpoints.

Rep. Colmer said he did not believe House activities should be broadcast or telecast, saying that "nothing can bring about more abuse" than to have "prima donnas" on tv. He said most members of Congress have bigger than average egos or they wouldn't be congressmen. This ego comes out before the cameras, he said. If certain Senate committees hadn't been televised, he said, the House Rules Committee "wouldn't be here today." He said he advocated a rule expressly prohibiting tv coverage of committee proceedings.

He said he felt it would be unfortunate if the House should imitate the Senate in allowing tv coverage. He said the public gets good coverage from the press without the "confusion, mess and chaos" of television.

Rep. Brown said he was "sick" of hearing broadcasters talk about discrimination against them. He asked: Can't radio and tv reporters come in the committee room and write material for newscasts?

When Rep. Jackson said that radio and tv

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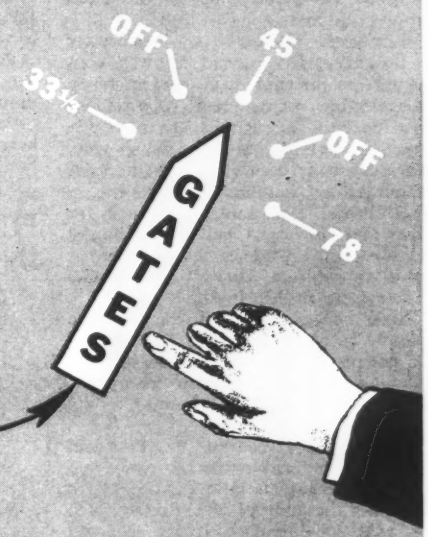
Ratings are 2 TIMES station B...
3 TIMES station C!
12 MONTH AVERAGE
6 A.M. - Midnite (Monday thru Friday)
Radio WOW .....207
Station B .....101
Station C .....65
(Station C does not broadcast entire period ... average on-the-air rating taken to adjust)
*Regional Pulse Reports March and November 1954
Contact your Blair Rep. or Bill Wiseman for the best buy in the Omaha Area that will SELL your product.
590 kc • 5,000 WATTS • NBC & CBS
Regional Radio WOW
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines.

# 3 SPEEDS

## 1 OPERATION

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depend upon on-the-spot presentation, Rep. Brown sarcastically replied that in that case, newspaper reporters should be allowed to bring their typewriters and printing presses into the committee room. He said he had seen instances in which broadcasting companies slanted news presented on radio and tv.

Rep. Ellsworth, himself a broadcaster (KRNR Roseburg Ore.), said he was concerned that tv might cause new criteria to be set up for electing congressmen, where those who make the best appearances and have the glibbest tongues would get the popular vote. This is not the way to decide elections, he said.

Rep. Bolling said he didn't believe the tv camera is "truthful." He said television is for demagogues and clowns as well as for honest men, and questioned whether the function of Congress is to educate as well as legislate (through televising of hearings).

Rep. Doyle said granting of the right to televise should be done cautiously. This authority should not rest with the committee, he said. He said some broadcasters have used their facilities to give some persons advantages over others.

The NARTB letter, signed by President Harold E. Fellows, said exclusion of broadcasters from the House is both discriminatory and is depriving the body of a service to reach the public with news of its activities. He said broadcast media do not seek preferred treatment nor access to closed hearings.

He said microphones and cameras, far from creating a circus-like atmosphere, may well contribute to the maintenance of dignity and decorum by offering a "sobering influence born of the presence of the electorate."

He said distractions which opponents claim have been caused by broadcast equipment can be substantially, if not completely, eliminated, and that modern methods make it possible to televise with ordinary lighting and almost no noise. He offered to stage a demonstration of pick-up techniques.

He said the reluctance of witnesses is not caused by radio and tv reporting but in having to appear before public scrutiny. An unjustly treated witness, he said, "should welcome a radio microphone or a television camera."

Mr. Fellows said he believed televising of legislative hearings helps make the congressional investigative function more effective, while interesting citizens in self-government. He said if the ban is continued, it "cannot help but reflect to the discredit of any public body doing the public's business."

## FCC Given Two-Week Delay To Answer Plotkin Report

THE FCC last week was given a two-week delay to March 18 for submitting a preliminary report to the Senate Commerce Committee.

Committee Chairman Warren G. Magnuson (D-Wash.) originally specified 30 days (until March 3—last Thursday) as the minimum period for the FCC to report to the Senate group on what the Commission is doing about the Plotkin Memorandum and what FCC membership thinks of the Plotkin suggestions [B•T, Feb. 7].

Later, however, Sen. Magnuson said he did not intend to "pin down" the FCC to an impossible deadline. Under last week's extension, the FCC also is expected to make a similar reply at the same time to suggestions in the Jones Progress Report [B•T, Feb. 21].

Meanwhile, the Justice Dept., which was not granted a similar extension of time to March 18, was understood last week to have been unable to make the March 3 deadline. The Justice Dept. had been asked by the committee to reply to criticism in the Plotkin document that the department had not exercised its full authority in preventing monopoly in the broadcasting field.

Both the FCC and the Justice Dept. have been asked to make, (1) preliminary reports, (2) additional progress reports at two-month intervals and (3) final reports in six months.

Chairman Magnuson has said his committee will begin hearings shortly after the preliminary reports, with the FCC first on the list of various groups to be heard. The reports and hearings are part of the committee's investigation of networks and uhf-vhf troubles, begun last summer.

## FCC SAYS COURT ERRED IN ALLENTOWN REVERSAL

### Government tells Supreme Court that U. S. Court of Appeals substituted its judgment for that of the FCC and that the lower court did not understand a prior Supreme Court ruling.

THE FCC told the Supreme Court last week that the U. S. Court of Appeals in Washington substituted its own judgment on policy for that of the Commission in reversing the nine-year-old 1230 kc Allentown-Easton, Pa., case.

In addition, the FCC said, the appellate court misconceived the meaning of a Supreme Court decision which held that a government agency should not overrule an examiner's decision if that decision is based on the examiner's reaction to witnesses' demeanor.

The long drawn out case began in 1946 when four applicants applied for 1230 kc for Allentown-Easton. In 1948, what is now CBS-affiliated WHOL Allentown won the FCC decision and went on the air. The *Easton Express* appealed this decision. The appeals court remanded it to the Commission on the ground that the record did not support the finding that Allentown rather than Easton needed another service. The court also told the Commission that it had to make a finding on the relative abilities of the by then two applicants.

In 1951 a new hearing was held. A year later, the examiner issued an initial decision affirming the grant to Allentown on the basis of that city's greater need. The examiner doubted also the candor and reliability of some Easton witnesses. In mid-1953, the FCC reversed the examiner, found that Easton needed the additional service more than Allentown, and granted the frequency to *Easton Express*. It also overruled the examiner's doubts regarding evasiveness of witnesses. The Allentown applicant then appealed.

In August 1954, the appeals court, in a two-to-one decision, remanded the case once again to the FCC. It told the Commission it had failed to determine the respective abilities of each applicant to fulfill its bid for service, and it said that unless the evidence was "preponderant" the FCC should not have overruled the examiner regarding witnesses' demeanor and credibility.

Early this year, the Supreme Court agreed to hear the case.

In the FCC's brief last week to the Supreme Court, the Commission held that the Court of Appeals had overstepped its function and entered into the domain of policy. The FCC also claimed that the lower court misconceived the Supreme Court ruling which held that a government agency could not reverse an examiner's ruling based on credibility of witnesses unless there was substantial evidence to the contrary.

## WSAB's Downing Joins Sen. Magnuson's Staff

CARL DOWNING, executive secretary of the Washington State Assn. of Broadcasters, has been named by Sen. Warren G. Magnuson (D-Wash.) as his news secretary, the senator announced from Seattle last week. The appointment is effective around mid-April.

MR. DOWNING

Sen. Magnuson, chairman of the Senate Commerce Committee, was considered to have scored a beat in securing the services of Mr. Downing, who has had news experience in both broadcast and printed media.

## Sales of WWOD-AM-FM, KMBY, WILO Approved

SALES of WWOD-AM-FM Lynchburg, Va., KMBY Monterey, Calif., and WILO Frankfort, Ind., received FCC approval last week.

WWOD-AM-FM were sold by D. H. Dillard and associates for $75,000 to broadcaster Cy N. Bahakel. Mr. Bahakel is owner of WABG Greenwood and WKOZ Kosciusko, both Miss., WKIN Kingsport, Tenn., and WPLH Huntington, W. Va., and is applicant for a new standard station at Chattanooga, Tenn.

Comr. Robert T. Bartley dissented and stated: "On the facts before the Commission, and in view of the number of stations concentrated in the hands of this one owner, I am unable, in the absence of a hearing, to make the necessary statutory finding that this transfer is in the public interest."

At Monterey, KMBY was sold for $70,000 by Salinas Valley Broadcasting Corp. to Frederick A. Gwynn, NBC Los Angeles engineer.

Salinas Valley is owner of KSBW-AM-TV Salinas, Calif., which recently purchased KMBY-AM-TV [B•T, Jan. 24]. Sale of KMBY radio was necessitated in order to stay within the FCC's duopoly rule forbidding owning more than one station in a single market.

At Frankfort, WILO was sold by Radio Frankfort for $40,000 to Lake Erie Radio & Tv Co., composed of equal partners Theodore M. Nelson and David S. Gifford, formerly associated with WIRO Ironton, Ohio.

## KSTP Asks FCC to Cancel WJBK's Detroit Daytime STA

PETITION asking the FCC to cancel the STA under which Storer-owned WJBK Detroit is operating daytime on 1500 kc with 10 kw power was asked last week by co-channel Class 1-B, 50 kw KSTP Minneapolis. KSTP claimed WJBK was not able to make its 1500 kc directional antenna work. It also claimed that WJBK's pending application to reduce its authorized nighttime power from 5 kw to 1 kw was in essence an admission of defeat.

WJBK is licensed on 1490 kc with 250 w. Three years ago WJBK asked for 1500 kc, using 10 kw day and 5 kw night, directional both day and night. Over objections of both KSTP and WTOP Washington—both clears on that frequency—and after a hearing, WJBK was given permission to move under stringent engineering conditions. After building its array, WJBK began operating on 1500 kc with 10 kw daytime, but for nighttime returns to 1490 kc with 250 w.

# N. M. LAW OFFERS LIBEL EXEMPTION

A BILL exempting radio and television stations from libel suits for remarks made by political candidates and over which the stations have no control has become law in New Mexico. It was passed by the state legislature, despite opposition from the New Mexico Press Assn. which held that freedom of speech should be defined at the federal level. Gov. John Simms signed the bill Feb. 28. A similar bill was passed two years ago but was vetoed by Gov. Ed Mechem.

The New Mexico legislature is considering two other measures that will affect radio and television stations in the state. One would permit certain legal notices to be broadcast instead of being published in newspapers. Another would make it illegal to charge more for political advertising than for other advertising.

## Political Libel Bill Gets Stations' Praise

THE OFFICE of Sen. John M. Butler (R-Md.) said Thursday the senator has received "about 25" messages from stations all over the country praising his bill to relieve broadcasters of liability for political broadcasts and telecasts [AT DEADLINE, Feb. 28.]

The spokesman for Sen. Butler said several fellow members of the Senate Commerce Committee have congratulated the Maryland Republican for submitting the bill (S 1208).

Sen. John O. Pastore (D-R. I.), second ranking Democrat on the committee and chairman of its Communications Subcommittee, said such a bill, if enacted, "could lead to abuse."

He admitted the broadcaster's dilemma is a tough one and felt that the interstate nature of broadcasting properly makes the problem one which should receive congressional consideration.

On the one hand a broadcaster should not be a empowered to censor a candidate's speech; on the other the broadcaster should not be held responsible for something beyond his power to control, Sen. Pastore said.

In referring to possible "abuse," Sen. Pastore presumably meant that broadcasters might be less watchful of material likely to be defamatory.

Sen. A. S. Mike Monroney (D-Okla.) said his general impression is that he would not be favorable to the Butler bill. He cited the liability responsibility of newspapers, where, he said, the chances of libel are "magnified" many times.

But it was Sen. Monroney's opinion that a station is empowered to censor the text of a candidate's speech before it is broadcast.

Actually, under the Communications Act, a broadcaster cannot demand that questionable material be removed. He only may ask to review the prepared script and suggest that objectionable material be removed, but has no final say-so.

## McCaw Files for Ch. 5 At Walla Walla, Wash.

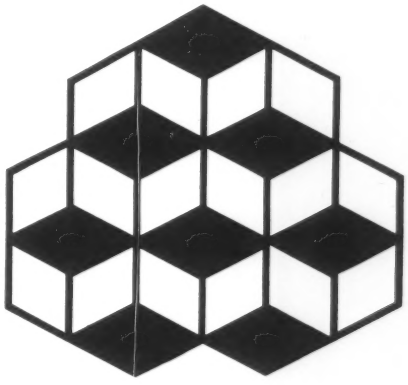
APPLICATION for a new tv station on ch. 5 at Walla Walla, Wash., was filed with the FCC last week.

Applicant is broadcaster J. Elroy McCaw, owner of KTVW (TV) Tacoma, Wash., and KORC Mineral Wells, Tex.; president and half-owner of KYA San Francisco and KELA Centralia-Chehalis, Wash.; president and 75% owner of WINS New York; vice president and 25% owner KONA (TV) Honolulu, Hawaii, and secretary-treasurer and half-owner of KALE-AM-FM Richland, Wash.

Mr. McCaw's bid is the first application for a full-fledged tv station at Walla Walla. Two other applicants, KHQ Inc. and Walla Walla Tv Co., have pending bids for satellite stations at Walla Walla.

KHQ Inc., operator of KHQ-AM-TV Spokane, has filed for satellite operation on ch. 5 there to rebroadcast programs of ch. 6 KHQ-TV. Walla Walla Tv Co. seeks satellite operation on ch. 8 at Walla Walla. Walla Walla Tv is subsidiary of Cascade Broadcasting Co., owner and operator of KIMA-AM-TV Yakima and satellite ch. 19 KEPR-TV Pasco, and 40% stockholder of KWIE Kennewick, all in Washington. Walla Walla Tv proposes to rebroadcast ch. 29 KIMA-TV's four-network schedule [B•T, Jan. 24].

Mr. McCaw proposes to operate the ch. 5 station at Walla Walla with an effective radiated power of 11.7 kw visual and 5.8 kw aural with antenna height of 274 ft. above average terrain. Preliminary discussions have been held with NBC regarding affiliation, but no decision has been reached, the application disclosed. Estimated construction cost was listed as $118,800, with first year operating cost set at $120,000. Estimated revenue was not known, the application disclosed.

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# FCC DEFENDS TV GRANT TO WBLK

**Clarksburg, W. Va., ch. 12 authorization encouraged competition, appeal court is told. Commission cites lack of local newspaper ties by WBLK in contrast to unsuccessful applicant's newspaper affiliation.**

THE FCC's grant of Clarksburg, W. Va., ch. 12 to WBLK there was proper, and it actually encourages competition since WBLK is not affiliated with any newspaper in that city whereas protesting Clarksburg Publishing Co. is the sole owner of both local newspapers.

This was the FCC's answer to the appeal by Clarksburg Publishing Co. (*Clarksburg Exponent* and *Telegram*) against the Clarksburg ch. 12 grant to WBLK and the Commission's denial of its protest [B•T, Oct. 18, 1954]. The Commission reply was filed in a brief to the U. S. Court of Appeals in Washington last week.

The Clarksburg publisher claimed that the Commission's grant to WBLK was not in the public interest because it was made following withdrawal of competing applicant WPDX Clarksburg (and reimbursement of $14,390) without public notice, that it permitted undue concentration of control and violated the duopoly rule.

The Commission heard oral argument on the protest and found that Clarksburg Publishing Co. had not made a case for withdrawal of the WBLK grant.

In its brief last week, the Commission held that it was required to grant a qualified applicant when there was no opposing applicant, that there was no requirement for public notice when the status of a potential comparative hearing changed. It pointed out that the public was on notice regarding possible grants through the fact that applications were on file and that it gave notice from time to time of its progress on the priority list of cities on which it was processing applications.

The FCC said that it was within its "competence" to determine whether the reimbursement paid to the withdrawing applicant was unreasonable or not.

In referring to the concentration issue, the Clarksburg protestant claimed that WBLK is principally owned by the News Publishing Co., which publishes newspapers in a number of West Virginia cities. News Publishing Co. also owns 34% of WTRF-TV Wheeling (ch. 7). These signals, the Clarksburg Publishing Co. said, are "piped" into Clarksburg via a community television system. This means overlap, the Clarksburg protester said. It also claimed that News Publishing Co. owns WPAR Parkersburg and that some of its owners have individual interest in WTBO-AM-TV Cumberland, Md.

The FCC pointed out that the News Publishing Co. does not publish any newspaper in Clarksburg. It also said that there was no rule prohibiting a newspaper from receiving a broadcast grant.

Neither could it find any basis for the charge of overlap, the Commission said. Violation of the duopoly rule—which forbids the same ownership of more than one station of a kind in the same community—is based on overlap of Grade A service areas and Wheeling and Clarksburg tv do not overlap, the Commission said. As for Wheeling's signals being brought into Clarksburg by community tv, the Commission held that this was not service in the legal meaning of the term:

"The FCC has exercised no jurisdiction over community antenna systems, and whether it can or should are complex questions of law and policy which have not been decided. . . ."

Charges that its oral argument procedure was not the same as the hearing called for in Sec. 309 (c) (the protest rule) were rebutted by the Commission. The Commission, it said, is not required "to engage in a 'fishing expedition' into the speculative proposals of the protestants."

# FCC Approves Sales Of WEMP, WCAN

FCC last week authorized the sale of the facilities of WEMP Milwaukee to Foster & Associates for $200,000 and the purchase of the facilities of WCAN Milwaukee by WEMP owners for $250,000 [B•T, Jan. 31].

A threatened filing for WEMP facilities by WMIL Milwaukee failed to materialize [B•T, Jan. 17].

WEMP operates on 1340 kc with 250 w. Upon consummation of its WCAN purchase, it will be operating on 1250 kc with 5 kw. WEMP is owned by A. M. Spheeris and associates, including the Minneapolis Tribune Co. which owns a 24.5% interest. Minneapolis Tribune Co. owns 50% of Mid-Continent Radio-Television Inc., which in turn owns 53% of WCCO-AM-TV Minneapolis. Minneapolis Tribune Co. also owns 14.5% of Minneapolis Star-Tribune Co. (Cowles), which owns 47% of the WCCO stations. WEMP principals hold an option to buy 30% interest in ch. 12 WTVW (TV) Milwaukee. WTVW has been sold to the Hearst Corp. (WISN Milwaukee) for about $2 million. This transfer is awaiting FCC approval.

The sale of WCAN by Lou Poller leaves him with ch. 25 WCAN-TV Milwaukee and a 51% interest in WARL-AM-FM Arlington, Va. (Washington). WCAN-TV suspended operation temporarily two Sundays ago pending the completion of new transmitter and studio facilities. Last year, Mr. Poller sold WPWA Chester, Pa. (now WDRF).

Foster & Associates comprises James H. Foster, vitamin and chemical company president, and Gordon and Barton R. McLendon. The McLendons, executives of the defunct Liberty Broadcasting System, own KLIF Dallas and KELP-AM-TV El Paso.

The purchase of WCAN facilities by WEMP was made contingent on first disposing of its present 1340 kc outlet.

# Favorable Comments Given On Low-Power Tv Proposal

FURTHER support for FCC's low-power tv proposal, including satellites, was set forth in new comments reported filed with the Commisison last week. Deadline for briefs has been extended to April 1 [B•T, Feb. 28].

General Electric Co. suggested FCC's rule for attenuation of the lowest side band be suspended on transmitters of 100 w effective radiated power or less because the equipment involved is costly. GE said its tests indicated no appreciable degradation of the received signal would result.

Support for the proposal, but with conditions on multiple ownership and other factors, was expressed by WCTC-AM-FM New Brunswick, N. J., and WIRA Ft. Pierce. Fla. Favor also was cited by the U. of Arizona and the Joint Committee on Educational Television.

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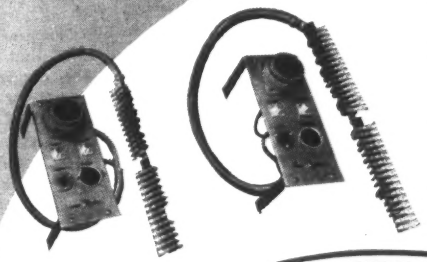

## ACL-3 CUE LINK

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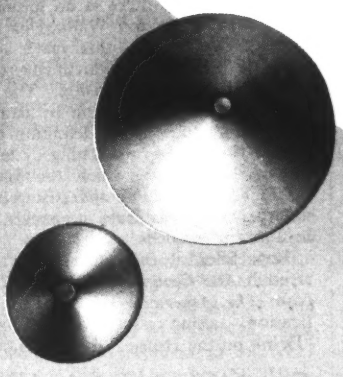
## UNIVERSAL PEDESTAL FOR VERTICAL OR HORIZONTAL MOUNTING

Mount your KTR-100 receiver or transmitter on tower, roof, side of building or concrete base. The same universal pedestal accepts the reflector bracket assembly for either receiver or transmitter RF heads in either vertical or horizontal position. Tubular aluminum models also available.



RAYTHEON

## ALL-WEATHER RADOMES

New, lightweight, sturdy, easy-to-install Radomes . . . made of tough, durable Styrene Copolymer for long-lasting protection against severest weather conditions. Sizes to fit KTR-100, 2, 4 or 6 foot parabolas.

**RAYTHEON MANUFACTURING COMPANY**

Equipment Marketing Division, Dept. 6130 BT

**WALTHAM 54, MASSACHUSETTS**

Please send complete information on the equipment or accessories checked below

☐ KTR-100 Microwave for color ☐ Rack Panels

☐ ACL-3 Cuelink ☐ Universal Pedestal ☐ Radomes

.....
Name

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Company or Station

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Address

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City Zone State

## 'Marco' Not Lottery, KTLA (TV) Asserts

SINCE the element of "consideration" is lacking in the *Play Marco* program on KTLA (TV) Hollywood, the show does not constitute a lottery in violation of FCC rules and federal statutes, it was claimed last week by the station in reply to FCC's pre-hearing McFarland notice. KTLA requested regular renewal of its license.

The Commission's McFarland letter concerning the propriety of the syndicated, weekly 1½-hour bingo-style program was sent to the station in early December [CLOSED CIRCUIT, Dec. 13, 1954]. The show is a package of The Caples Co., Hollywood advertising agency.

Viewers obtain their *Play Marco* cards free at local stores or KTLA. They telephone the station when they have a winning combination. Prizes are supplied through the Caples Co. with the donating firms getting air mention [B•T, Nov. 15, 1954].

In a detailed answer, Klaus Landsberg, KTLA vice president, told FCC the program had been given careful legal review by The Caples Co. as well as its original sponsor, Victory Packing Co., prior to putting it on the air last summer. He said that since Jan. 8 this year the program has been sponsored jointly by Hoffman Electronics Corp. and Jerseymaid Milk Products.

Mr. Landsberg's letter was accompanied by various exhibits on program details and its operation, as well as a legal opinion by KTLA's Washington counsel, Arnold, Fortas & Porter.

Signed by Paul A. Porter, partner in the law firm and former FCC chairman, the legal opinion concluded:

The federal authorities are unanimous in holding that "store visits" and telephone calls, taken alone or in combination, do not constitute lottery consideration. In addition, specific approval of programs such as *Play Marco* has been given by the Solicitor of the Post Office Dept., the agency primarily concerned with the administration of federal lottery laws. In these circumstances, the conclusion is inescapable that *Play Marco* does not involve a violation either of Sec. 1304 of Title 18, U. S. Code, or of the applicable Commission rule.

The opinion noted that the Supreme Court has ruled that the "essential elements of a 'lottery, gift enterprise, or similar scheme' are the traditional elements of a lottery: (1) prize, (2) chance and (3) consideration. It is apparent that the program *Play Marco* involves two of the essential elements—prize and chance." But there is no "consideration," Mr. Porter asserted, reviewing various other court decisions holding that store visits and phone calls, including toll calls, do not constitute consideration.

In discussing viewer payments of toll phone charges, the opinion by Mr. Porter commented that "the significant question is whether the money expended by the participant is paid to the sponsor of the contest or to a third party who is in no way interested in the promotion. If paid directly or indirectly to the sponsor, consideration is present no matter how small the payment—one cent would be sufficient. If paid to a third party, such as the post office for a stamp or the telephone company for a call, consideration is not present."


What's their whole name?

KATE _____ _____

'VASELINE' _____ _____

Products, like people, are sometimes known by just *part* of their name. In the case of 'Vaseline', this is a mistake. Because, actually, 'Vaseline' is not in itself a whole name. It's the trade mark used to designate a whole line of products, viz.: 'Vaseline' Petroleum Jelly, 'Vaseline' Hair Tonic, 'Vaseline' Lip-Ice Pomade, etc. So when you refer to a 'Vaseline' product, won't you please use its *whole* name? We'll appreciate it a lot!

ANSWERS: Kathryn Elizabeth Smith
'Vaseline' Petroleum Jelly

CHESEBROUGH MFG. CO., CONS'D


## Siler Introduces New Bill To Ban Liquor Advertising

WITH a deceptive lack of fanfare, freshman Rep. Eugene Siler (R-Ky.) last week dropped into the House hopper the 84th Congress' version of the 83d's controversial Bryson bill on liquor advertising.

To make sure there is no misunderstanding, according to Clayton Wallace of the National Temperance League, this year's version specifies each medium in which advertising is prohibited, including television. The Bryson bill did not mention television by name, since the Communications Act's definition of the word "radio" includes broadcasting by television.

Other media in which the Siler Bill (HR 4627) would prohibit advertising of liquor are newspapers, periodicals, newsreels, photographic film and records.

Rep. Siler at the same time last week entered in the *Congressional Record* an editorial from *The American Issue*, NTL's official publication, taking issue with a B•T editorial, "Drink on the House," in B•T's Jan. 10 issue.

## Gambling Bill Asks Wire Ban On Unprivileged Information

RADIO transmission of gambling information on sporting events without permission of persons conducting such events would be prohibited in a bill (S 1247) introduced last week by Sen. Estes Kefauver (D-Tenn.).

The bill specifically prohibits transmission of information on horse and dog racing and other sporting events which is "intended to be used for illegal gambling purposes" and which "has been obtained surreptitiously or through stealth and without the permission of the person conducting" the event. The bill applies to telephone, telegraph and radio transmission.

The Kefauver measure, referred to the Senate Commerce Committee, would amend chapter 50 of Title 18, U. S. Code.

# SALE OF KBTV (TV) FILED WITH FCC

## Mullins and Leu seek purchase of Denver vhf for $900,000.

APPLICATION for FCC approval of the sale of KBTV (TV) Denver from present owners headed by W. D. Pyle to John C. Mullins of Tulsa and Frank R. Leu of Nashville for $900,000 [B•T, Feb. 14] was filed last week.

ABC-affiliated, ch. 9 KBTV began operating Oct. 12, 1952. Station is owned by 16 Denver businessmen including Aksel Nielsen, friend of President Eisenhower. Same group owns KVOD Denver. KBTV is represented by Free & Peters.

Mr. Mullins owned 28% of KPHO-AM-TV Phoenix and was president-general manager when they were sold to Meredith Publishing Co. in 1952 for $1.5 million. He presently owns a Tulsa roller skating rink, has interests in real estate and a cattle ranch. In 1952, Mr. Mullins had an option to acquire 51% of KONA (TV) Honolulu, which he never exercised.

Mr. Leu is president and 100% owner of Homeland Insurance Co., Nashville, which owns almost 95% of Security Life & Accident Insurance Co., Mobile, Ala. Mr. Leu is chairman of Security and a director and less than 25% owner of Pioneer Automobile Insurance Co., Chicago, and a director and less than 25% owner of Mutual Savings Life Insurance Co., Decatur, Ala. Homeland owns less than 1% of WMSL-AM-TV Decatur, Ala.

Messrs Mullins and Leu have each subscribed $50,000 in Tv Denver Inc., the purchasing corporation. Each also has agreed to lend the company an additional $50,000. Loan of $700,000 has been negotiated with United Insurance Co. of Chicago, carrying 4½% interest and payable in five years.

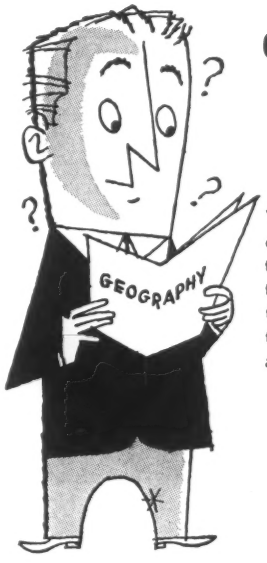
Mr. Mullins reported total assets as of Dec. 31, 1954, of $1,384,350, of which $437,350 was current assets. His current liabilities amounted to $1,500 and notes payable to $168,250. Net income for the last two years was put at more than $40,000 annually by Mr. Mullins.

Mr. Leu reported total assets of $1,551,617 as of the end of 1954, and notes payable at $7,500. He reported an annual income of more than $15,000 during the last two years, and that the net operating profit of Homeland Insurance company was more than $150,000.

Balance sheet of KBTV for the end of 1954 showed total current assets at $149,846, book value of property and equipment at $625,927 and total assets and deferred charges, $870,025. Current liabilities were listed at $117,524, long term liabilities at $129,866 and earnings retained at $24,435.

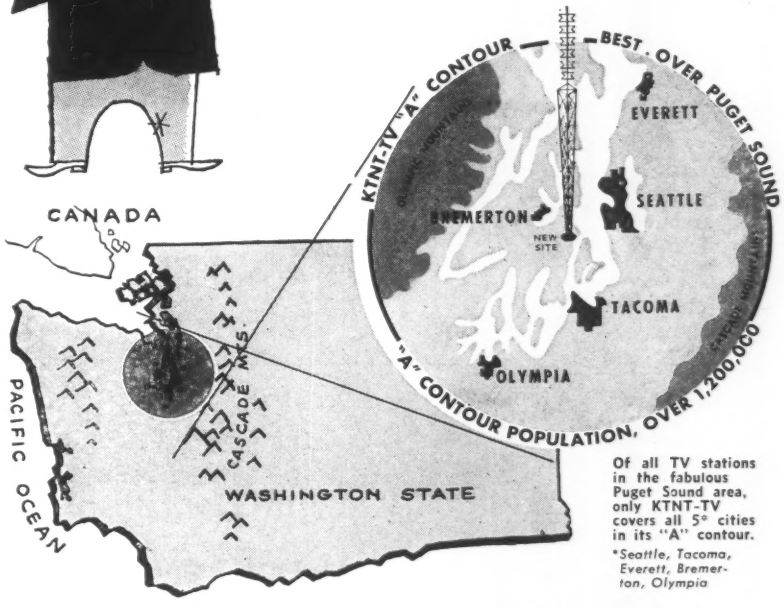
# KBOX Sale Set for Hearing

FCC last week designated for hearing the application for the sale of KBOX Modesto, Calif., from Stanislaus County Broadcasters to McClatchy Broadcasting Co. because of overlap with McClatchy-owned KFBK Sacramento and KMJ Fresno. McCatchy is seeking FCC approval to its purchase of KBOX for $75,000 as a companion station to its KBEE (FM) there. McClatchy also owns KERN-AM-FM Bakersfield, KOH Reno, KMJ-FM-TV Fresno, KFBK-FM Sacramento, and KWG Stockton. McClatchy has sold KWG Stockton for $75,000 subject to FCC approval [B•T, Jan. 31].


# are CLEVELAND and AKRON in WASHINGTON STATE?

**Washington State is not trying to steal these two great cities from Ohio. Washington State has its own concentration of population, and that concentration lies within the "A" Contour boundaries of KTNT-TV, the CBS television station for Puget Sound. The population in this area equals the combined populations of Cleveland and Akron.**




Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.

*Seattle, Tacoma, Everett, Bremerton, Olympia

More than half the population of Washington State is confined within a relatively small area bordering on Puget Sound. This area . . . the fabulous Puget Sound area . . . also accounts for more than half the state's spendable income. And the "A" Contour of KTNT-TV encompasses this rich area. KTNT-TV reaches over 1,200,000 people in its "A" Contour, plus 800,000 more living in the station's INFLUENCE AREA outside its "A" Contour. Average incomes in this area are greater than the national average, and the entire Puget Sound country is constantly growing.

**In Washington State, advertise where the PEOPLE are . . . buy KTNT-TV.**

KTNT TV
CHANNEL ELEVEN

**316,000 WATTS**

**Antenna Height 1000 FT. ABOVE SEA LEVEL**

**CBS Television for Puget Sound**

**Represented Nationally by Weed Television**

KTNT-TV, TACOMA 5, WASHINGTON

*"The Word Gets Around... Buy Puget Sound"*

## Storer Formulates Plan To Sell Miami on Uhf

CAMPAIGN to sell Miamians on uhf—at a cost of $10,000 a month in newspaper advertising—has been formulated by Storer Broadcasting Co., owner of WGBS-TV Miami, on ch. 23.

At the same time, Storer has made arrangements with a local finance company to discount dealers' installment buying "paper" in order to ease the way for dealers to sell converters, it was learned.

Storer has no plan to manufacture or sell single-channel receivers, it emphatically said at oral argument before the FCC *en banc* last week on protest by WINZ-WMFL (TV) Miami against the Storer purchase of WMIE-TV Miami permit and the assets of WFTL-TV Fort Lauderdale [B•T, Feb. 21].

WINZ-WMFL claimed that the $35,000 purchase of the WMIE-TV permit and the $300,000 purchase of the facilities of WFTL-TV were for the purpose of securing an NBC-TV affiliation for Miami. It also charged that it was against public interest for Storer to own a tv station in Miami, where it already owns WGBS (on 710 kc, with 50 kw day, 10 kw night) and the *Miami Beach Sun*. It claimed that Storer ownership of Empire Coil Co. (New Rochelle, N. Y., parts manufacturer) gave it an advantage in manufacturing uhf tuners and that it planned to "sell" single ch. 23 tuners.

Storer denied all the accusations. It related that WINZ-WMFL offered to withhold filing its protest if Storer would promise not to promote the sale of single ch. 23 uhf converters and would permit it to share the prospective WGBS-TV 1,000-ft. Miami antenna farm tower. Storer stated that as soon as another vhf station gets on the air in Miami it would lose its NBC affiliation. It said it had spent $50,000 for land to build the ch. 23 station and had increased the number of employes of what had been WFTL-TV from 23 to 46. All of this will help uhf in Miami, it said. There are four uhf channels assigned to the Miami area.

FCC granted the transfer of WMIE-TV last December [B•T, Dec. 20, 1954]. It is now operating from a temporary 500-ft. tower on the Miami antenna farm north of the city.

## Lee Says FCC May Adjust Fm If Band Is Unused

"SOME adjustment in the fm band" may be considered eventually by FCC if "valuable frequency space" continues to lie fallow, FCC Comr. Robert E. Lee said Saturday in an address to the Washington High-Fidelity Fair, held over the weekend at the Harrington Hotel there.

Comr. Lee added, on the other hand, that conceivably "some day fm will be the only way to get satisfactory transmission at all." Such already is the case in Western Germany, he said, since neighboring nations pre-empted the am service. "All reports indicate that fm is working very well in Germany," he said, noting some German receivers were being shown at the fair including a battery-operated portable am-fm set.

The British, too, have a "growing am jumble," he said, and "are working on plans to convert most of their domestic system to fm."

Analyzing radio programming and economics, Comr. Lee said radio affiliates of networks in search of operating economies might look favorably on aural service broadcast from a single tower or sharing space with tv as against expensive am arrays. He cited the interference problems confronting am signals.

He lauded good music programming of 30-odd stations, some of which play a hundred hours of good music a week. "There is nothing in the government-operated British Broadcasting Corp. service that compares with this," he said, with the BBC "third program" rarely carrying as much as 20 hours of music a week and that mainly in evening hours.

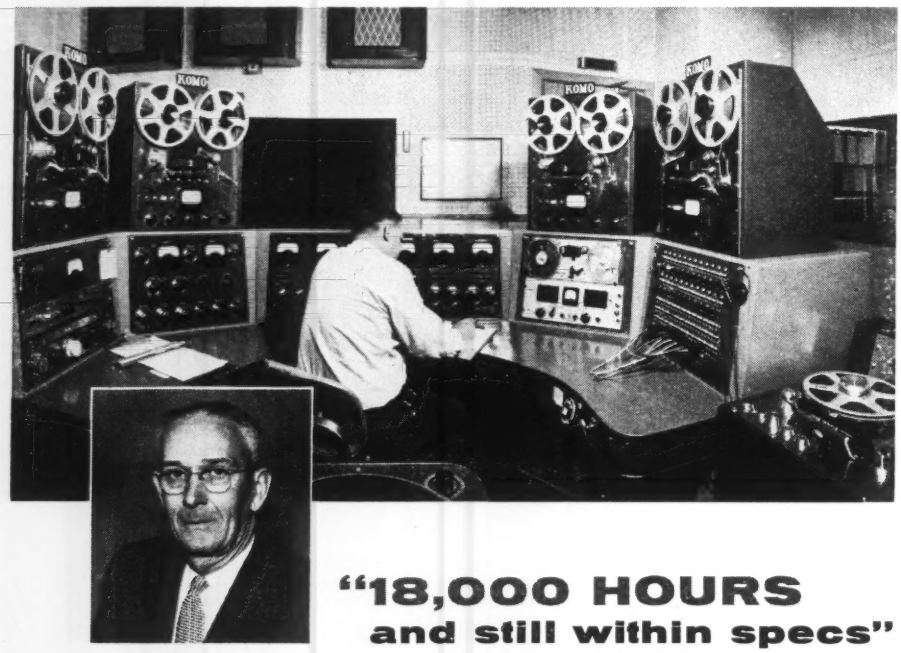
Thirty years of commercial broadcasting music is "a mighty short time for a cultural revolution," Comr. Lee said, lauding radio's role as a force for spreading music appreciation.

With U. S. broadcasting "primarily responsible for the greatest cultural revolution in modern times," he said good music programs ranked second last year on radio networks in total number of listeners per week, led by comedy, and ran 17% ahead of popular music.

## Shorter Campaigns Favor Big Money Groups—Neuberger

SEN. RICHARD NEUBERGER (D-Ore.) last week expressed concern that the trend to shorter political campaigns—caused by television—will make "big money more dominant than ever in our political life." He urged that tv—"and perhaps other media"—be made equally available to candidates "irrespective of their financial backing."

Sen. Neuberger said the "candidate with the slim wallet occasionally can defeat the man with the big campaign treasure chest. But such word-of-mouth campaigning takes time—a lot of time. It can't be flashed onto millions of tv




"18,000 HOURS and still within specs"

*says Francis Brott, Chief Engineer, KOMO, Seattle*

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."

*This new Model 600 weighs 28 pounds — price $498 ($545 including carrying case. A matching amplifier-speaker unit, Model 620, weighs 16 pounds, price $149.50.)*

● **NOW an Ampex for every broadcast need**

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350 . . . for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

AMPEX CORPORATION

*Accepted as the Signature of Perfection in Tape Machines*

For a convincing demonstration, contact your Ampex Distributor today (listed in Yellow Pages of Telephone Directory under "Recording Equipment" Canadian General Electric Company in Canada.
*Write today for further information and complete specifications; Dept. D-1880*

AMPEX CORPORATION, 934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

screens virtually overnight, at vast expense."

The Oregonian said he was "alarmed" over the impact of tv's ability to introduce theatrical techniques into politics, and added: "I wonder if a 'blitzkrieg' on tv will not shape the public mind, before a less favorably financed nominee can get his message to the people by slower and less costly means."

## Baseball Broadcasts Ruled Not Public News

IN A RULING that held, in effect, that authorized broadcasts of a baseball game do not constitute news in the public domain, the New York State Supreme Court last week issued an injunction against compiling from broadcasts play-by-play accounts for dissemination to out-of-town stations.

The injunction was issued against Martin Fass of New York, who allegedly used broadcasts to compile play-by-play accounts of games for transmission to other stations by teletype. The complaint against Mr. Fass was brought by the National Exhibition Co., owner of the New York Giants, which charged that Mr. Fass' reports to out-of-town stations in 1953 and 1954 made it possible for them to re-create games for broadcast. The stations were not involved in the court action.

Judge Edgar J. Nathan wrote in his opinion that Mr. Fass made a profit of $1,432.50 by "appropriating plaintiff's broadcasts." The court reviewed a series of legal cases and wrote:

"Plaintiff did not intend to abandon its property rights in news of the games. Clear notice of this intention was given by the appropriate language printed on its tickets of admission, in its contract with broadcasters and by announcements during the broadcasts of the games."

Frederic A. Johnson of New York, counsel for Mr. Fass, said he will appeal the decision to the appellate division of the New York State Supreme Court. Mr. Johnson, who has been counsel in various baseball cases with radio-television ramifications, claimed that the decision did not resolve the questions of whether title can be retained without the protection of copyright law, and whether property right is retained after there is publication through broadcasting.

On behalf of Mr. Fass, Mr. Johnson had advanced the view that the broadcasts constitute news in the public domain, and as such had been "published in interstate commerce" and the defendant was privileged to use them under federal and state constitutions.

## Hall Advises GOP to Name Candidates With Tv Appeal

GOP National Chairman Leonard Hall last week told a Republican women's group that television has "changed everything" about political campaigning and that the party should pick "able, personable" candidates next year who can "sell themselves" over tv.

He urged members of the National Federation of Republican Women, holding a three-day directors' meeting in Washington, to use their influence in getting candidates to run who will appeal to viewers when they appear on the tv screen.

He said he doesn't believe political or labor bosses now can "deliver the vote" because people are making up their own minds after watching candidates on tv and reading about them.

"We can't go on the basis that anyone can win," he said, adding, "Let's face it, we have to put our best foot forward."

*the lion's share*

**is mighty big in the norfolk market**

Neilsen circulation shows that WTAR reaches more than twice as many homes as the second station, more than the next two combined. Pulse shows WTAR first in average audience morning, afternoon and night. You'll get "the lion's share" of results in America's 25th market when you put your sales message where it reaches the audience.

CBS Radio

Buy Only WTAR RADIO to Sell America's Miracle Market

NORFOLK

REPRESENTED BY EDWARD PETRY & CO. INC

It's

"BIG MIKE"

Houston's ONLY Radio Station on Wheels

FIRST WITH NEWS LIVE . . . DIRECT!

HERE'S AN ACTUAL COVERAGE REPORT:

**FEB. 1, 9:30 A.M.** Window washer falls 10 stories to death.

**FEB. 4, 11:45 A.M.** Runaway steer ties up Freeway traffic. Captured.

**FEB. 7, 1:30 P.M.** Auto-pedestrian fatality.

**FEB. 11, 10:22 A.M.** Heights State Bank Robbed.

**FEB. 14, 8:15 P.M.** Truck overturns on San Jacinto Bridge. Driver pinned in cab.

All Houston is talking about **"BIG MIKE"**, Houston's only Completely Remote Radio Equipped Truck. **Let him sell for YOU.**

**Nat'l Rep. Forjoe & Co. In Houston call: Dave Morris, KE-2581.**

K-NUZ RADIO RANCH

K-NUZ Carries Houston's Top Local Accounts




# COWLES, MURPHY MERGE IN DES MOINES

CONTENTIOUS battle for Des Moines' ch. 8 was brought to a peaceful conclusion last week when Cowles Broadcasting Co. and Murphy Broadcasting Co. agreed to merge their competing applications.

According to the agreement concluded last Thursday, Cowles will own 60% of the merged company, and Murphy 40%. In addition, Cowles will hold an option, running three years, to buy out Murphy's 40% at a figure to be determined. If unsuccessful in coming to terms, the agreement provides that the figure will be set by arbitrators, one selected by each party and the third to be selected by the Chief Judge of the Iowa Supreme Court.

The agreement also provides that Murphy will sell its KSO Des Moines (on 1460 kc with 5 kw). Cowles owns KRNT there (on 1350 kc with 5 kw).

Kingsley H. Murphy Jr., president of the Murphy station, will become a vice president of the merged company at $500 per month, it was understood. Benito Gaguine, of Fly, Shubruk, Blume & Gaguine, Murphy attorney, will also become a vice president of the merged company at $500 monthly salary.

The acrimonious hearings for the Iowa city's ch. 8 began in October 1953 and ended in February 1954. In August 1954, the examiner issued an initial decision favoring Cowles on the ground that it excelled over Murphy in local ownership, program proposals, business-civic experience, community participation and past performance [B•T, Aug. 30, 1954].

The hearings were marked by hotly contested attempts by Murphy to introduce into the record claims of White House influence and financial offers to withdraw by Cowles.

Cowles owns the *Des Moines Register* and *Tribune*, the *Minneapolis Tribune* and *Star* and *Look* magazine and 47% of WCCO-AM-TV Minneapolis and 100% of WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa.

## USIA Slates $1.1 Million Of Budget for Television

OF THE $18,243,000 being asked for fiscal 1956 by the U. S. Information Agency for the Voice of America, some $1,100,000 would be used for television programs to quadruple VOA's filmed tv programs on foreign television stations, it was understood last week.

Voice's budget for the current fiscal year is $15,836,000 of which $330,000 is being spent for tv programs.

Meanwhile, Theodore Streibert, USIA director, said in a semi-annual report last week that during the half-year VOA tv activities have been stepped up from 24 to 29 stations in 21 countries. A little more than a year ago VOA tv films were being shown on only 14 foreign tv stations in 12 countries. The tv funds boost is intended to keep pace with the rapid expansion of foreign tv.

The requested budget for USIA is $88.5 million compared with $73.9 million for fiscal 1955. The USIA budget also contemplates spending an additional $1,737,397 during fiscal 1956 for acquisition and construction of radio facilities. This compares with $3,227,217 for the same purpose in fiscal 1955.

Mr. Streibert's report indicated VOA now employs 899 Americans and 458 foreign nationals. Among VOA accomplishments was broadcast overseas of coverage of last November's congressional elections. The Voice also has added Hindi, Urdu, Tamil and Bengali to its foreign language broadcasts during the half-year, Mr. Streibert said. The Voice completed its move from New York to Washington during the period.

## WJIV Asks Reversal Of WSAV Savannah Grant

THE U. S. Court of Appeals in Washington was asked last week to reverse the FCC's grant of Savannah's ch. 3 to WSAV Savannah [B•T, Feb. 7]. The appeal was filed by WJIV Savannah, the unsuccessful applicant.

Crux of the appeal, according to WJIV, is that the Commission approved the grant of ch. 3 to WSAV even though it found that the station had commenced construction of its tv outlet before receiving its grant. The FCC is prohibited from making a grant to an applicant who has begun prior construction, WJIV said. The Commission's decision upheld that of the examiner in this case.

WSAV was forbidden to use its proposed tower base, consisting of three steel sleeves installed on the penthouse roof of the Liberty National Bank Building in Savannah.

The Commission also found in favor of WSAV on the grounds of better programming performance, past performance, local residence, participation in community affairs and a greater degree of integration of ownership and management. WJIV questions these findings also.

WJIV principals also own WEAS Decatur, Ga., KWEM Memphis, Tenn., and KGOV Valdosta, Ga. A grant for WGOV-TV Valdosta was relinquished.

## Uhf Permit Holder Voices Approval of WKNB Sale

APPROVAL to the sale of WKNB-AM-TV New Haven, Conn., to NBC by New Britain Broadcasting Co. was voiced last week in a letter to the FCC by Richard W. Davis, president and largest single stockholder of WELI-AM-TV New Haven. Ch. 59 WELI-TV is presently not on the air.

Mr. Davis said "all uhf station operators and permittees in the New England area will greatly benefit" if NBC undertakes to develop a uhf station in the area and "the availability of the programs of one of the leading networks on uhf only will be a very substantial inducement to uhf conversion and increased receiver circulation."

Mr. Davis further noted "that the only opposition to the WKNB-TV transfer, that I know of, originated with the pre-freeze vhf station which has had a monopoly in the city of New Haven for a great many years. We know of no uhf operator who will oppose this transfer."

## Channel Swap Opposed

SUSPENDED ch. 15 WLBR-TV Lebanon, Pa., last week opposed the petition of ch. 61 WHUM-TV Reading, Pa., for rule-making proceeding whereby it would take over WLBR-TV's ch. 15 facility and give the Lebanon station ch. 61 in exchange [B•T, Feb. 28].

WLBR-TV referred to the WHUM-TV petition as "a predatory and selfish interest, attempting to take away a valuable facility of a station, which represents substantial investments, and which station is making serious efforts to return to the air." WLBR-TV suspended last October after nearly a year of operation in which it suffered a net loss before taxes of $125,768, with a total deficit of $206,347.

# AT&T ANNOUNCES LOWER LINE RATES

## Minimum number of hours reduced from 16 to eight and the per hour-per mile charge reduced from $6 to $4.50.

TWO WEEKS AGO AT&T moved to ease the lot of the small tv station owner in remote areas of the country—by announcing its readiness to provide off-the-air intercity connections [AT DEADLINE, Feb. 28].

Last week AT&T moved to ease the lot of radio stations.

It amended its monthly Class A (5,000 cps) audio tariff to drop the minimum from 16 consecutive daily hours to eight, and reduced the per hour-per mile charge from $6 to $4.50. The new rates are effective April 1, unless blocked by oppositions or by the FCC itself.

Under its old tariff, which was put into effect Feb. 18, 1948, the regular contract called for a minimum of 16 consecutive hours daily, seven days a week. The charge was $6 per airline mile, with each additional hour or fraction, 10¢ per airline mile. There was also a station connection charge of $75 per station for the 16 hours, with $15 for each additional hour or fraction.

The new schedule requires only eight consecutive hours daily, seven days a week. The charge is $4.50, with 25¢ per hour for the first three extra hours, 15¢ per hour for the next five hours, and 10¢ per hour for any additional hours. This adds up to $6 for 16 hours. The station connection charge is $55 with $3 an hour for the next three hours and $2 per hour for additional hours after the first three.

Rates for additional occasional hours in conjunction with the monthly contract remain the same except that one station connection charge is upped. The rates are as follows:

Where the additional occasional hours immediately precede or succeed the contracted hours, .0075¢ per hour per airline mile and $1 per hour for station connection. Where the additional occasional hours are not contiguous to the contracted rate, 2¢ per hour per airline mile, and $2 per hour for station connection (up from $1.75).

The 1948 rate for one-time use remains unchanged. This is 15¢ per hour per airline mile for the first hour, with .0375¢ for each additional 15 minutes. Minimum charge is $2. Station connection charge is based on a $20 fee for one month, plus $1.75 per hour of use.

It is not believed that the reduction in required monthly hours will mean much to networks. All radio networks operate from 11 to 16 hours daily. NBC feeds 11 hours daily; CBS, 11 hours, 50 minutes; ABC, 14½ hours (with 16 hours on Sunday and 15½ hours on Saturday), and MBS, 16 hours. These are scattered throughout the broadcast day, so all networks keep the lines open throughout the entire day. Lines are used at off times for closed circuit programs, repeats to the West Coast, etc.

AT&T's notice that it would provide off-the-air audio and video pickups for tv stations stated it would connect a tv station in a remote area with the nearest directly connected network station—with charges to be determined on an individual, case-by-case basis. This is because, AT&T said, each situation would be dependent on terrain, distance, and other variables.

Such a service, AT&T emphasized, would be minus such quality controls as monitoring, supervision and some equipment, which would make the picture less stable and less reliable. Implicit in the plan is the fact that the receiving station would be dependent on the continuity and quality of the station whose signals it is receiving.

Each customer, AT&T said, would have to make its own arrangements with the network and the station whose signals will be relayed.

The Bell company estimated that charges for distances of about 100-125 miles between two stations would average about half of the fees for direct interconnection. It warned, however, that differences would vary considerably in individual cases, with the greatest savings for the longer hauls. Rates for each such off-the-air hookup would be filed with the FCC individually, the telephone company said.

These channels, AT&T said, will provide for both monochrome and color tv, and must be ordered for a minimum of three years.

Present FCC policy requires tv. stations to use common carrier intercity tv facilities where available. It permits the construction of privately-owned relay systems only until such time as the public utility puts in its own facilities.

## Anti-Pay-Tv Proposal Scored by McDonald

AN "anti-subscription television" resolution is what Comdr. E. F. McDonald Jr., president of pro-pay-tv Zenith Radio Corp., Chicago, termed a proposal which seeks New York City Council pressure to have the FCC withhold approval of pay-as-you-see tv.

A protest against passage of the resolution, introduced last Tuesday by Council President Abe Stark, was also submitted by Arthur Levey, president of Skiatron Electronics & Television Corp., New York. Skiatron is the developer of a pay-tv system called Subscriber-Vision.

Comdr. McDonald, who suggested that the resolution is based on "misunderstanding," stressed that the New York City Council should bear in mind "that the air belongs to the people, not the various commercial interests that are using the air for profit by permission of the FCC." The Zenith president also insisted that "subscription tv, if authorized as a commercial service, will not interfere with the present system of sponsored television." It will provide additional programs "not now available on television," he said, adding that no one will have to take the service.

Mr. Levey wired each member of the city council, asking that a Skiatron spokesman be given an opportunity to appear before them to present their side of the story before any action is taken on the resolution.

Power + Programming + Promotion makes WTRF-TV your best buy to reach a Billion Dollar Market of 1,300,000 people.
WTRF TV
WHEELING W. VA.
316,000 Watts
channel 7
REPRESENTED BY HOLLINGBERY

ROMERO OWNS SAN FRANCISCO ...JUST LOOK AT THIS RATING REPORT

In San Francisco, says ARB, Cesar Romero's new TV hit, **Passport to Danger,** dominates its time period . . . as it has from the first night it went on the air! Rating is high, share of audience a whopping 75.5%, and going up.

Now we know this show is "hot"! Top markets are going fast, but some are still available . . . if you hurry

**CESAR ROMERO,** starring in . . .

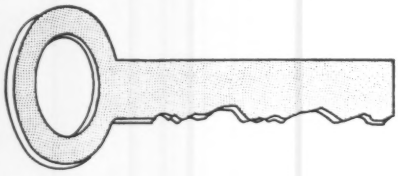
PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

THERE'S ONLY ONE



Yes, The only KEY to the Tremendously Large and Rich NEGRO Market of

DURHAM – RALEIGH

And Eastern North Carolina

is

WSRC

DURHAM, N. C.

1410 Kc • 1000 watts

"Only station in Eastern North Carolina programming exclusively to this great Negro Market."

Over 200,000 Negro's with the highest income per capita of any area in America.

These Top Personalities rule the Roost in Eastern North Carolina.

HONEYBOY FORD

NORFLEY WHITTED

DELORES JONES

THE COUNT

For the full WSRC story Write, Wire or Phone

JOHN C. GREENE, JR.-MGR.

or our Reps.

Nationally—RAMBEAU

Southeastern—DORA-CLAYTON



## S. F. STATIONS MAKE CONVENTION SURVEYS

**Available equipment is being inventoried and engineering data is being compiled for the Republicans' big gathering which takes place in August of next year.**

SAN FRANCISCO radio-tv have begun surveys, engineering and otherwise, to aid networks in the coverage of the Republican National Convention which will be held in the San Francisco Cow Palace in the summer of 1956. (See related story page 68.)

Already a camera poll, on paper, is being made to ascertain the number of cameras, remote trucks and other equipment which can be procured in northern California in an effort to save networks from having to move tons of equipment from eastern points.

Five San Francisco area stations, KGO-TV, KRON-TV, KPIX (TV), KOVR (TV), and KSAN-TV report they jointly can supply at least 25 cameras which would not be required in studios.

Sacramento, where two stations will be on the air for certain, offered 10 cameras, while facilities of other northern California stations would add an additional 12 cameras.

Seven remote trucks in addition to those that could be dispatched from Hollywood and other metropolitan areas could raise the total to over 18 trucks.

A spokesman for the local industry stressed however that as yet the networks had not approached the local stations for equipment or equipment estimates. "We are just getting together the information, just in case," he said.

## WDXI-TV Jackson, Tenn., Begins Regular Programming

WDXI-TV Jackson, Tenn., was scheduled to begin commercial programming yesterday (Sunday) affiliated with CBS, Aaron B. Robinson, president, has reported. The ch. 7 station, the first video outlet in Jackson, began test pattern transmission Feb. 15. Burn-Smith Co. is national representative. The debut of WDXI-TV increases to 423 the number of tv stations on the air with regular programming.

Another new tv station, KFJI-TV Klamath Falls, Ore., has announced it will be on the air by late summer or early fall. General Electric equipment will be used. A GE 5 kw transmitter has arrived and is in storage pending installation in the transmitter building, located at the site of the KFJI radio transmitter. W. S. Grant Co. is national representative. Network negotiations are underway, the station said. KFJI-TV, on ch. 2, will use a three-bay batwing antenna and will operate with 13.6 kw.

## Radio-Tv to Help Celebrate Girl Scout Anniversary

SUPPORT of both network and local radio and television is being given to the observance of the 43rd anniversary of the founding of the Girl Scouts during Girl Scout Week, March 6-12. The traditional Girl Scout party will be broadcast on NBC Radio March 12, 1:30-2 p.m. Host will be Ralph Edwards, who will present an all Girl Scout cast including Debbie Reynolds, motion picture star, who is active in scout work.

In an interview on *Chronoscope* on Wednesday, CBS-TV, 11-11:15 p.m., the 30,000 men who serve as committee members and program advisors to girl scouting will be represented by Walter Rothschild, president of Abraham & Straus, New York. Another CBS-TV show, *Mama*, will salute the scouts on Friday with a script in which the 13-year-old Dagmar Hansen will be depicted as a Girl Scout in 1916. More than 100 other network programs will carry Girl Scout spot announcements during the week.

Plans to feature Girl Scout slides, telops and spot announcements on tv are also being carried out. Special scripts about girl scouting and its founder, Juliette Low, have been written and distributed by BMI, RCA Thesaurus and SESAC.

WFLA-TV Tampa, Fla., which began fulltime programming Feb. 21, held its first program telecast Feb. 14. It featured the city's famed Gasparilla Parade, an annual mock invasion of the city by the pirate crew of Jose Gaspar, who sailed Tampa waters in the early 1800's. At the coronation ceremonies that night were (l to r): first row, George W. Harvey, general manager; Emily Moody, women's editor; Paul Jones, program manager; Walter Brown, audio control; second row, Jack Wilson, cameraman; George Manno, director; Bob Hancock, property man; standing, Carl Berquist, producer; Wally Pritchard, video control, and Charley Hartman, cameraman.

## Five More Appointments Announced by WXIX (TV)

FURTHER additions to its staff of WXIX (TV) Milwaukee, CBS o&o uhf outlet, which went on the air Feb. 27 [B•T, Feb. 28], were announced last week.

Theodore F. Shaker, sales manager, announced the appointment of three account executives—William C. Goodnow, formerly sales manager of WCAN Milwaukee; Arthur J. Harris, former sales executive at WCAN-TV there, and James J. Dunham, previously with KSOO Sioux Falls, S. D.

Other appointments last week involved Guy Runnion, formerly with KABC-TV Los Angeles, as news director, and Robert H. Van Roo, former *Milwaukee Sentinel* reporter, as assistant to By Colvig, WXIX promotion-publicity director. Mr. Runnion formerly was news director at KMOX St. Louis and is a veteran of 22 years in broadcasting. His appointment was announced by Leon Drew, WXIX program manager.

## Shaffer Named Sales Head, Chaseman Joins WITH Staff

GEORGE S. SHAFFER, who has been with WITH Baltimore since its inception, has been appointed general sales manager of the station, according to an announcement by R. C. Embry, WITH executive vice president.

Mr. Shaffer, who additionally is vice president of Maryland Music Corp. and Industrial Electronics Inc., is the first representative of the station to pass the $2 million mark in local sales.

Also announced was the addition to the WITH staff of Joel Chaseman, formerly sports and public service director of WAAM (TV) Baltimore, who will be host of his own show. The *Joel Chaseman Show* is scheduled to run Monday through Saturday, 2-6 p.m. and will feature music, sports, news and guest stars.

## 50% of KDRO-AM-TV Bought For $40,000 by J. A. Dear

IN HIS first broadcast venture, J. Albert Dear, who holds interests in various daily newspapers, has purchased a 50% interest in KDRO-AM-TV Sedalia, Mo., for $40,000.

Mr. Dear, president of Dear Publications & Radio Inc., Jersey City, N. J., said he has under contract the purchase of a half-interest in the stations in which the former sole-owner, Milton J Hinlein, will maintain 50% interest and continue as the active head. Mr. Dear, also treasurer of the Sedalia Democrat Co. (*Sedalia Capital* and *Democrat*) told B•T he had offered to buy into the stations "in order to keep tv in Sedalia."

He said the offer was made when Mr. Hinlein some months ago made known an intention to suspend operation of ch. 6 KDRO-TV, which has been on the air since last July. Mr. Hinlein said the affiliation with Mr. Dear would "improve the operation of KDRO and eventually succeed in bringing to our viewing public the best television obtainable anywhere."

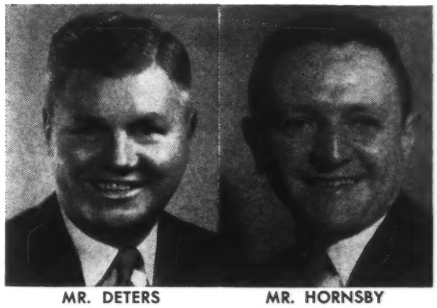
The agreement, consummated nearly a fortnight ago, is subject to FCC approval. Broker was Allen Kander, Washington.

In addition to the Sedalia holding, Dear Publications has an interest in the Tufty News Bureau, Washington, D. C.; and in the *Elizabeth City* (N. C.) *Advance; Gallipolis* (Ohio) *Tribune* and *Gatta Times; New Kensington* (Pa.) *Dispatch*, and *Wheaton* (Ill.) *Journal*.

## Deters, Hornsby Promoted In Vic Diehm Station Shift

ARTHUR DETERS, president and general manager of WIDE Biddeford, Me., a Vic Diehm Assoc. station, additionally has been named executive assistant to Mr. Diehm following the resignation of Lambert B. Beeuwkes, general manager of the group's Boston outlet, WDVA. Mr. Beeuwkes will announce his future plans at a later date. Mr. Deters will maintain offices in Biddeford and Boston.

Mr. Diehm also announced the promotion of Len Hornsby, local sales director of WDVA, to the position of station manager. In addition to his new duties, Mr. Hornsby will continue in his sales capacity.



MR. DETERS MR. HORNSBY

## Storer Uses TelePrompTer

INSTALLATION of TelePrompTer equipment in all Storer Broadcasting Co. tv stations was completed last week as WGBS-TV Miami signed for the new equipment. TelePrompTer installations also have been made at WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.), WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta and WBRC-TV Birmingham, according to Herbert W. Hobler, vice president of TelePrompTer National Sales Corp.

Mr. Hobler said that since a new TelePrompTer model was introduced seven months ago, sales have been consistently ahead of production.

## Boise Call Letter Changes

CHANGES in call letters of KDSH Boise, Idaho, to KBOI, and of KBOI (TV) to KBOI-TV, have been announced by Westerman Whillock, president and general manager of Boise Valley Broadcasters Inc., licensee of both stations. FCC approval of the changes followed the Commission's authorization to move KBOI-TV from Meridian, Idaho, to Boise. Both stations are affiliated with CBS.

According to Telepulse—63.5% of the tuned in audience between noon and midnight in the Wheeling-Steubenville Market prefers WTRF-TV. You get 3 times the audience for the price of 1 on—
WTRF TV
WHEELING W. VA.
316,000 Watts channel 7
REPRESENTED BY HOLLINGBERY

ROMERO RATES HIGH... HITS 34.3 IN FIRST MILWAUKEE RATING

In city after city, ARB* reports **PASSPORT TO DANGER** is hot . . . and getting hotter! For example:

15.1 in San Francisco, with a 75.5% share-of-audience!

18.1 in Cincinnati, with a 36.7% share-of-audience!

**34.3 in Milwaukee, with a 64.6% share-of-audience!**

37.0 in Jacksonville, with a whopping 86.7% share!

43.3 in Pittsburgh, with a 68.9% share!

What a star! What a show! What a way to sell your product!

*Jan. 1955

**CESAR ROMERO,** starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

## KFH Names Parks

SHERWOOD R. (SHERRY) PARKS, since 1948 in charge of sales at KVGB Great Bend, Kan., has been appointed sales manager of KFH Wichita, effective March 1, Frank V. Webb, vice president and general manager, has announced.

MR. PARKS

Mr. Parks, a Kansas native, started in radio in 1939. He attended college at Port Arthur, Tex., and was with the Air Force during World War II.

## Young Promotes Machcinski

PROMOTION of Stephen A. Machcinski Jr., sales manager of Adam J. Young Jr. Inc., New York, station representative, to general sales manager and coordinator of radio and tv sales, was announced last week by Adam J. Young Jr., president.

Mr. Machcinski had been with the Young organization for nine years, serving in a number of capacities until he became sales manager.

### REPRESENTATIVE PEOPLE

**Wilbur M. Fromm,** tv promotion supervisor, NBC Spot Sales, N. Y., appointed advertising and promotion director.

## Dawson And Greenberg Named at WBBM-AM-TV

APPOINTMENTS of Thomas Dawson and Alfred N. Greenberg as sales promotion managers of WBBM-TV and WBBM Chicago, respectively, were announced a fortnight ago by H. Leslie Atlass, vice president of CBS Central Div. and general manager of the network's o&o stations.

Mr. Dawson formerly was assistant promotion manager of KHJ-TV and the Don Lee Network in Los Angeles. Prior to that association he was western division director of client service for American Research Bureau and research director at KTTV (TV) Los Angeles.

Mr. Greenberg goes to WBBM from Topics Publishing Co., New York (*Food Field Reporter, Drug Trade News*). Before that he was sales promotion director of WSGN Birmingham, Ala.

## WHOT Names Two to Sales

WHOT South Bend, Ind., last week announced the addition of two executives to its sales staff —the appointment of Robert E. Laffoon as sales promotion manager and Bernard L. Thomas as account executive. The appointments were announced by William T. Hamilton, a sales manager of South Bend Broadcasting Corp. (Notre Dame U.) Mr. Laffoon has been advertising and promotion manager of McCaffery Co., Westinghouse distributor, for the past four years. Mr. Thomas was account executive at WHFB Benton Harbor, Mich., and previously announcer-salesman at WJVA South Bend.

CHIEF JUSTICE Earl Warren (l) and William J. Conners (r), president of WEBR (*Courier-Express*) Buffalo, N. Y., bestow their congratulations on Lucian Warren, new president of the National Press Club, Washington. Mr. Warren has been Washington correspondent for the Courier-Express since 1945.

## Grogan Rejoins WNEW

JACK GROGAN, most recently with N. W. Ayer & Son, was named program manager of WNEW New York last week, succeeding Bill Kaland, who resigned a few weeks ago [B•T, Feb. 21].

Mr. Grogan joins WNEW today (Monday), marking a return to the independent station which he left in 1951 to make a world tour after five years as production chief. After his overseas journey, Mr. Grogan became program manager at WNBC (now WRCA) New York and later headed the program department at WNBT (TV) (now WRCA-TV) New York. He then assumed production duties with William Esty Co., followed by a similar association with Ayer.

## Thompson to Free & Peters

APPOINTMENT of Hal Thompson, formerly of KFJZ Fort Worth, as head of Free & Peters' office in that city, was announced last week by the station representative firm. Mr. Thompson first joined KFJZ in 1932 where he served on the sales staff. In 1936 he moved to WFAA Dallas and returned to KFJZ in 1948.

## KTLA (TV) Ups Chambers

STANLEY H. CHAMBERS, assistant sales manager of KTLA (TV) Hollywood, has been appointed national sales manager, it was announced last week. He will assume liaison duties between KTLA and Paul H. Raymer Co., the station's national representative. Robert Mohr remains station sales manager.

## WKBN-TV Boosts to 178 Kw

WKBN-TV Youngstown, Ohio (ch. 27), has announced that it has increased its power to 178 kw visual and 89 kw aural by installing more efficient transmission line equipment, including a six-and-one-eighth-inch transmission line running to the top of its 540-ft. antenna tower.

### REPRESENTATIVE APPOINTMENTS

**WTVO (TV)** Rockford, Ill., appoints Headley-Reed Tv, N. Y.

**WSAN** Allentown, Pa., appoints H-R Representatives Inc., N. Y.

"there are a lot of facts in the Broadcasting Yearbook that you just can't get anywhere else."

Jim Luce
Timebuyer
J. Walter Thompson Co., Inc.

## STATION PEOPLE

**Clair Weidenaar,** formerly general manager, KIKI Honolulu, appointed program director, KMO Tacoma, Wash.

**Jack Nedell,** commercial dept., WGBI-AM-FM-TV Scranton, Pa., appointed local sales commercial manager.

MR. NEDELL

**Dave Engles,** merchandising manager, KNBC San Francisco, appointed director of advertising, merchandising and promotion; **Jane Morrison,** press officer, appointed promotion supervisor; **Richard S. Calender,** formerly account executive, KJBS San Francisco, to KNBC in similar position.

**Neil Sargent** and **Don Wilkerson,** both former disc m.c.'s, KVAS Astoria, Ore., to KPDQ Portland, Ore., in similar positions, with added duties of program director and chief engineer, respectively.

**Bill Walker,** former local sales staff member, KBTV (TV) Denver, returns to station as promotion manager.

**Bob Froemming,** director, production staff, WOW-TV Omaha, appointed production manager; **Bob Vollmer,** studio supervisor, and **Harold Winslow,** production staff, named director and director-production assistant, respectively.

**Winter Horton,** personality, KFSD-TV San Diego, Calif., appointed executive director; **Dick Provenson,** announcer, additionally assigned directorial duties; **Woodi Fisher,** formerly with KOVR (TV) Stockton, Calif., to KFSD-TV as art director.

**Warren J. Stevens,** control room supervisor, WEEI-AM-FM Boston, appointed engineer-in-charge of all studio facilities; **Ralph J. Cowie,** transmitter supervisor, named engineer-in-charge of transmitters.

**Jerry Landay, Jim Snyder** and **Paul Long,** news dept., KDKA Pittsburgh, appointed news and special events supervisor, day news editor and night news editor, respectively; **Lionel Poulton, Ed Young** and **Charles Klug,** program dept., named production supervisor, administrative supervisor and music supervisor, respectively.

Within our coverage area there's a spendable annual income of more than a Billion Dollars. Unquestionably the best advertising medium to reach this market of more than 1,300,000 people is—
WTRF TV
WHEELING W. VA.
316,000 Watts channel 7


**Alda Lee Boyd,** CBS New York, to promotion dept., WCBS there, as on-the-air copywriter.

**Jim Simpson** to sports staff, WRC-AM-FM-TV Washington.

**Rodolfo Hoyos Jr.** and **Salvador Baguez** to news staff, KWKW Pasadena, Calif.

**Richard S. Raffles,** formerly with United Press, N. Y., to continuity writing staff, WBBM Chicago.

**Eden Ryl,** former actress, to KCOP (TV) Hollywood as publicist.

**George Klein,** formerly with WHBQ Memphis, Tenn., to KWEM there.

**Robert Larkin,** program director, KPIG Cedar Rapids, Iowa, to program dept., WFLA Tampa, Fla., as announcer; **Sue Shaw,** formerly with WGVL (TV) Greenville, S. C., to WFLA as radio traffic manager; **Wallace Pritchard,** formerly with WSB-TV Atlanta, **Joseph Ryan,** Owen's Radio & Tv Service, Tampa, and **Harry Van Liew,** Army Security Agency, Washington, to WFLA-AM-TV engineering dept., as technicians; **Nancy Richardson** to WFLA-TV production dept. on film-traffic staff; **Sue Seward,** former radio-tv director, De Leach Adv. Agency, Dallas, Tex., to WFLA-AM-TV continuity department.

**Gerry Grainger,** formerly program director, WGEZ Beloit, Wis., appointed news editor, WLBK DeKalb, Ill., succeeding **Herb Carroll,** who moves to *DeKalb Chronicle*.

**Douglas W. Woody,** traffic manager, WJR Detroit, promoted to sales service and traffic manager.

**Howard McAnulty,** former account executive and radio director, George McMurphey agency, Portland, Ore., to KGW Portland as food merchandising director.

**Joseph A. Sansone,** sportscaster, WBBB Burlington, N. C., to WBIG Greensboro, N. C., as assistant to sports director.

**Carol Lee Gregerson,** former program director and traffic manager, KUGR Pullman, Wash., Washington State College station, to KING-TV Seattle as personality on *Tele Scope*.

**Jean Shepherd,** WLW Cincinnati, to WOR New York as disc m.c.

**Jim Wilson,** program personality, WHOO Orlando, Fla., to WAVE Louisville, Ky., in same capacity effective today (Mon.).

**Selig Tanner,** technical director, WNHC-TV New Haven, Conn., father of boy Feb. 17.

**John Meister,** film editing dept., WPTZ (TV) Philadelphia, father of girl Feb. 15.

**Jergen Nash,** announcer, WCCO Minneapolis-St. Paul, father of girl Feb. 14.

**Jim Williams,** announcer, WWSW Pittsburgh, father of boy, Timothy David, Feb. 14.

**Tom Donahue,** announcer, WIBG Philadelphia, father of boy, Sean Patrick, Feb. 15.

**Sam Beckwith,** announcer, KEEN San Jose, Calif., father of boy, Andrew Walcott.

**William Rodhe,** cameraman, WHBF-TV Rock Island, Ill., father of girl, Charl Ann.

**Walter Brown,** 26, account executive, KCOP (TV) Hollywood, died March 1.


Four big reasons why you should buy

JOHN IRELAND

WALTER SLEZAK

MERLE OBERON

EDMOND O'BRIEN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

## —LATE BULLETIN—

**PULSE proves WNEM-TV dominant in Northeastern Michigan billion dollar income market, containing cities of SAGINAW, BAY CITY, FLINT, and MIDLAND. Official Pulse reports just missed this publication deadline. Watch next month's issue for complete details.**

**By the time this publication appears, the information will be available. For the complete story call collect HEADLEY-REED in NEW YORK or CHICAGO; MICHIGAN SPOT SALES in DETROIT or WNEM-TV directly.**

WNEM-TV CHANNEL 5

**FULL POWER**
**289,793 SETS**
**NBC-DuMont**

JAMES GERITY, JR.
PRESIDENT

HARRY E. TRAVIS
GENERAL MANAGER



BMI "Pin Up" Hit

THE BALLAD OF DAVY CROCKETT

RECORDED BY

BILL HAYES . . . . . Cadence
MIKE STEWART & JIMMY LEYDEN Little Golden
FESS PARKER . . . . . Columbia
RUSTY DRAPER . . . . . Mercury
STEVE ALLEN . . . . . Coral
THE VOICES OF WALTER SCHUMANN . . . Victor
BURL IVES . . . . . Decca
JAMES BROWN . . . . . MGM

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BROADCAST MUSIC, INC.
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL


## — PROFESSIONAL SERVICES —

### Eisenberg Resigns From CBS To Open Research Company

DR. PHILIP EISENBERG last week resigned his research post with CBS to form a new company, Motivation Analysis Inc., with offices at 1140 Elberon Ave., Elberon, N. J.

DR. EISENBERG

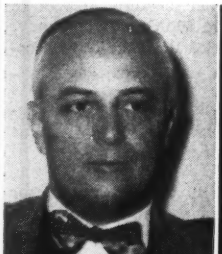
Dr. Eisenberg was research psychologist at CBS for the past 11 years after serving as occupational analyst for the War Manpower Commission and as psychology instructor at Brooklyn College.

Associated with him at Motivation Analysis will be Miriam Eisenberg, who will serve as field supervisor, and a staff of interviewers, analysts and consultants in personality tests, motivation research, advertising media and marketing problems.

### Adams, Thomson Form Communications Law Firm

FORMATION of a new Washington law firm of Adams & Thomson, comprising Albert F. Adams, formerly with Ford, Bergson, Adams & Borkland, and William Thomson, formerly with the Washington law office of George O. Sutton, was announced last week.

Mr. Adams has been in private practice in Washington since he was graduated from Washington's National U. in 1929. He is a director of the D. C. Bar Assn. and a member of American Bar Assn., Federal Communications Bar Assn. and the D. C. Real Estate Commission.



MR. THOMSON

MR. ADAMS

Mr. Thomson has been in private practice since he was graduated from Southeastern U, Washington, in 1936. He is a member of the D. C. Bar Assn. and the FCBA.

## — PERSONNEL RELATIONS —

### ABC, NBC FACE NABET STRIKE THREAT

THE National Assn. of Broadcast Employes & Technicians (NABET) (CIO) last Thursday said a nationwide strike against ABC and NBC is "imminent" after NABET membership rejected a new contract negotiated early this year.

Cliff Rothery, NABET president, said the union would try to negotiate disputed issues. No date has been set for the strike. The contract raises wages 8%.

In dispute are wage scales of non-technical employes, jurisdiction over tv film production and editing, a job security provision and length of the contract (three years).

An ABC spokesman issued the following statement:

"George Maher, executive secretary of NABET, has advised us as well as NBC, that the NABET membership has not ratified the new agreement. Mr. Maher has also told us that pending a resolution of the matter nothing will occur which will disrupt program service."

A NABET official in New York, confirming that the sentiments expressed in the statement issued by ABC were those of the union, labeled press reports of the imminence of a strike as "completely erroneous" and said that negotiations with NBC and ABC were expected to be resumed shortly.

### FILM TALKS CONTINUE AS STRIKE DATE NEARS

NEGOTIATIONS will continue this week on the contract dispute between the Motion Picture Film Editors Local 776, International Alliance of Theatrical & Stage Employes, and the Alliance of Tv Film Producers (among three independent producer groups), union officials told B•T.

Less than one month remains of the 60-day strike notice given ATFP last January. Also served similar notice at the same time were Walt Disney Productions (ABC-TV *Disneyland*) and Allied Artists Productions (Interstate Tv Corp.).

The main issue in the dispute is not pay, union executives insist, but whether experienced sound effect and music editors are entitled to the top "supervisory" pay rate. Since most such editors require no supervision, they should receive the top rate, union negotiators contend.

Management spokesmen want only one editor in each studio's department to receive the "supervisory" rate.

Additionally, tv producers, together with most other independent Hollywood film producers, are not presently covered by any contract, union spokesmen point out, since the Local 776 contract expired Oct. 25. Moreover, the independents have also failed to adhere to


*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN SCRANTON, PA.
*November 1954

the basic IATSE agreement covering all crafts, which the major studios signed last fall, the union continues.

Meanwhile, Local 776 last week announced the re-election of Sherman Todd as president, Robert Joseph as secretary, Walter Feldman as treasurer, and Ving Hershon as sergeant-at-arms. John Lehners remains business representative. Gene Fowler Jr. and Tom Neff will participate in a run-off election for the Local 776 vice presidency.

In addition to announcing plans for a system of annual awards for best tv music editing, to be established in the future, the Cine-Music Div. of Local 776 elected Sid Sidney as president, Harry King as vice president, Evelyn Kennedy as secretary, Joe Glassman as treasurer, and Ving Hershon as public relations chairman.

## WGAW Sets Live Tv Demands; Negotiations Begin March 15

DEMANDS for writers working on live tv presentations, formulated by Writers Guild of America, will be presented to networks at negotiations starting March 15, it was announced in Hollywood by Fenton Earnshaw, president of the tv branch of WGA West.

The demands, which were undisclosed, were unanimously approved by membership at the WGAW tv branch meeting in Beverly Hills. Frances Inglis, executive director of WGAW, flew to New York to correlate the live tv demands of WGAW and WGA East.

Lee Berg, West Coast live tv negotiations chairman, and Morgan Cox, in charge of film tv matters, are in the east to serve on the network negotiations committee to secure a minimum basic agreement.

Also at the Beverly Hills meeting, the WGAW tv branch approved a 1% deduction from all tv film income for the motion picture relief fund.

## SAG Members Study Terms Proposed for Tv Commercials

PRODUCERS may make or edit only one longer or shorter version of the same commercial under the new three-year contract covering filmed tv commercials now before the Screen Actors Guild membership for ratification. These terms apply to commercials made on or after March 2, 1955, and to commercials made under the old contract but edited after that date.

Other gains made by SAG in the new contract are: off camera players and singers, sound track of which is integrated into other commercials, will be paid re-use payments for each commercial used; an increase of 10% in all guaranteed use payments for group singers in class A program commercials; recording session for solo singers is reduced from four to three hours.

Also, producers must file production reports with SAG's office within 48 hours after engagement and duplicate copy to the agency with delivery of commercial, but not later than 30 days after completion of the player's services.

The wage scale for puppeteers who operate hand or string-manipulated puppets shall be included in the term "player" and covered in this contract.

Maximum use periods remain the same as in the present contract. A player may notify agency or sponsor in writing at any time before 60 days of expiration date that he wishes use of the commercial discontinued. Otherwise the agency may continue to use the commercial on the same terms and conditions.

Advertising agencies agreed to insert details on each voucher which accompanies a check for use and re-use of commercials in order that the player can identify the commercial to which it pertains and the kind of use paid for.

SAG negotiations with representatives of the Alliance of Television Film Producers, Film Producers Assn. of New York and various unaffiliated tv film producers became deadlocked shortly after starting Feb. 1 [B•T, Feb. 21].

## AFTRA Says Langley 'Unfair'; Drops Charge Against Dawne

ROLLY LANGLEY and Rolly Langley Productions, Hollywood, were declared unfair by the American Federation of Tv & Radio Artists last week for alleged failure to pay host-m.c. Richard Arlen for his services on two programs.

The programs in question are KHJ-TV Hollywood's *Lie Detector Derby* and KNXT (TV) there's *My Big Moment,* now both off the air.

In another action, the Hollywood AFTRA chapter removed Dawne Industries Inc., Los Angeles (Tint 'n' Set hair preparations), from its unfair list.

## NLRB Rules Against KFSD-TV

KFSD-TV San Diego, Calif., has been ordered by the National Labor Relations Board to cease threatening employes with reprisals because of union activities, restricting employes from engaging in union activities on company property during non-working time, or "unlawfully" aiding the National Assn. of Broadcast Employes & Technicians. The ruling upheld a trial examiner's decision and set aside an election held last April.

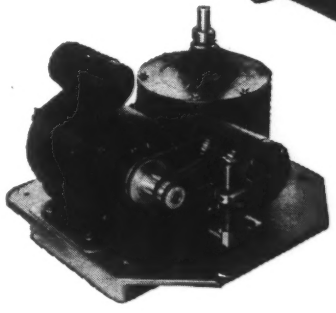

**All 3-Speeds without Adapters**

FAIRCHILD

530 Direct-Drive **TRANSCRIPTION TABLE**

With the Fairchild 530 Transcription Table, accurate playback speeds, *including 45 rpm,* are guaranteed by *direct-drive.* This eliminates inefficient "adapters" and insures day-by-day reliability.

Just a flick of the switch, even when the motor is running, and you can perform all record and transcription reproduction at one table. And, to complete the picture, Fairchild 202 viscous damped 3-way arm allows your choice of stylus size and lateral or vertical reproduction.



**CONVERT**

**Out-moded Equipment**

The drive used in the Fairchild 530 is also available in kit form for easy conversion of your present system to 3-speed operation. Fairchild 530 is especially effective in converting RCA 70 Series tables.

WRITE FOR ADDITIONAL INFORMATION TODAY!

FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

# NBC LETS OUT SOME CLUES TO NEW RADIO PROGRAMMING

**Robert Sarnoff says the network is building on the unique values of radio as a communications and advertising medium. He cites two network responsibilities: to provide the sort of service the public wants today and can't get from any other source, and to make it available to all national advertisers, big and little.**

THE CURTAIN of quiet that NBC has hung around its plans for "a new national radio programming service" to shore up slipping revenues was lifted partially last week by Executive Vice President Robert W. Sarnoff.

He announced that NBC Radio is formulating an around-the-clock weekend series into which an advertiser presumably may buy to fit his needs, large or small, and at the same time, without revealing details of the planning, he gave a glimpse of the broad type of radio service the network expects to provide as part of what has been dubbed its "operation redesign."

Speaking before the Minneapolis Sales Executives Club last Wednesday, Mr. Sarnoff—who a fortnight ago added direction of the radio network to his other responsibilities—said radio networks (1) "must provide the sort of radio service which the public wants today and can't get from any other source" and (2) must become available to all national advertisers, big and little, "through sales patterns flexible enough to meet each advertiser's particular marketing needs."

After outlining the projected weekend around-the-clock programming—which at least some affiliates interpreted as foreshadowing a goodly measure of weekend simulcasts and/or audio tapes from tv shows—Mr. Sarnoff said:

"We're rebuilding our radio service in other directions as well; again in an effort to move from the beaten track, to give the people more reasons to use their sets more.

"We're putting on shows like *Conversation,* an informal, across-the-table discussion featuring prominent figures from the arts and sciences —men whose minds and views are interesting to the public. We've developed a series called *Biographies in Sound*—hour-long profiles of men like Winston Chuchill, Ernest Hemingway, and women like Gertrude Lawrence. This series moved the critic for the *New York Times* to offer thanks to NBC 'for an exciting demonstration that radio can still be very much alive.'

"Beyond that, we're concentrating on news analysis in depth—through programs which probe behind headlines to show the background and significance of the news.

"Finally, we intend to include in our radio service a talent workshop—a place where television can develop its new stars by giving them a chance to work before a national radio audience."

He said that "this briefly is our plan for adapting network radio's great powers to meet its new requirements. It is intended to perpetuate radio as a national communications service and as an efficient, flexible advertising instrument for American business."

Voicing confidence the plan will succeed, he said that, if it does, "the depressing downward trend of network radio revenue should be arrested." He noted that "with increased revenue, network radio can improve and expand its program service," and added: "This is the promise that the future holds—not only for us but for all networks who realize that to change is to survive."

NBC is keeping strict silence on most of the specifics of its plans, as yet even with its affiliates, but there were reports last week that under consideration is one whereby all affiliates except those in two- or three-score top markets would be allowed to pick and carry what NBC Radio programs they want, commercial or sustaining, in return for payment of a fee, plus line charges, to the network.

This report was nowhere confirmed officially, and by some NBC officials it was denied point-blank. It also was noted that NBC President Sylvester L. (Pat) Weaver Jr., who last week was winding up a European vacation, had said flatly in a recorded interview with B•T that plans do not involve the "press-association concept" of getting paid for services rendered [B•T, Feb. 28].

Stressing the post-tv change in listening habits which has moved radio from the living room into other rooms throughout the house and made it a personal medium which people are using "wherever they are," inside or outside, Mr. Sarnoff in his Minneapolis speech cited NBC's present programming of "large uninterrupted blocks of time with new services that will bring more listeners—and new listeners—to the NBC stations."

"Our transition to these new forms has been gradual and steady," he said, leading into a description of the forthcoming weekend project:

"Now we're exploring a logical extension of the new patterns for a special weekend network service—exciting to the audience and effective for the advertiser.

### A Weekend Full

"What we have in mind is a continuing flow of radio entertainment and information beginning Saturday morning and running around the clock till late Sunday night. It will be a service that for the first time wipes away the artificial barrier between radio and television and brings the radio listener exposure to the great television stars. It will tell the news when it happens anywhere in the world, from Moscow to Minneapolis; it will present live reports from backstage Broadway, and famous figures from all fields of endeavor; it will include comedy, drama and sports."

He did not disclose when the weekend series will start, but other authorities indicated it would be "before summer." There was no indication as to how many affiliates the network expects to have in its around-the-clock lineup.

Sales format is yet to be worked out, officials said, but there appeared little doubt that it would fit the description given by Mr. Sarnoff in his reference to the long, uninterrupted blocks already being programmed: "no single advertiser could support such a program block by himself. But it can be supported by a number of advertisers, each buying the amount and type of advertising space he needed." He continued:

"With these realistic advertising opportunities

opening up, agencies and advertisers are beginning to give a sober second thought to the continuing values of network radio.

"They're getting back to the businesslike basis of comparing radio today with other media they can buy today—instead of comparing radio with what it was 19 years ago. And we're beginning to see the results. In 1954, 48 different advertisers signed for new business on the NBC Radio network—and about half of them invested in the new advertising operations I've described."

### Personal Radios

Mr. Sarnoff displayed a transistorized, pocket-sized radio, "put together experimentally by RCA scientists," and said "the personal radios of the future will only complete the changes in listening habits that have already set in"—changes which already, he said, have led to the situation where, out of a total of 129 million sets, 100 million "are situated *away* from direct competition with the television set."

Asserting that "it's logical that as the listening habits change, the advertiser's use of radio should change, too," he said that networks, unable for many reasons to adjust quickly "to meet the new requirements," had "caught the first impact of television's competition for advertisers and audiences," while individual stations, more flexible in their advertising patterns, "have just begun to feel those effects."

He said Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, is a "charter member" of the "let's-do-something-about-the-networks school," and that "so is the entire NBC organization." He continued:

"For one thing, we know that radio has certain unique values as a communications and advertising medium. We are building on these values to create the sort of a new service needed by the radio audience and the radio advertiser in a television age.

"Now, what are some of these special values of radio?

"Well, for the public it's a medium of convenience, offering information and entertainment which can be enjoyed without concentration. It is the ideal vehicle for music; for the news flashes which it can provide with unmatched swiftness; for the type of evenly paced drama and information and cultural shows that can be absorbed whether the listener is occupied, or whether he is just relaxing. It is perfect for the presentation of ideas and discussions of issues. It can provide a variety of specialized services, not readily available through any other medium.

"And matching these values for the public are some unique values for the advertiser. First of all, radio gives the advertiser the great force of a personal salesman, with a voice that can reach millions and move them to action. This is a quality which no other medium—except network television—can offer the advertiser.

"But network radio has the added attraction of furnishing this personal salesmanship at the lowest cost in advertising. On NBC Radio today, an advertiser can get national exposure, through the new sales techniques we are developing, for as little as 96 cents per thousand impressions. Just compare this with magazine costs—which run about $3 per thousand impressions for the best read national publications.

"So we see that network radio has the twin qualities of selling impact—and low cost. If it is programmed to meet the new listening needs, and if it is used efficiently by the advertiser, it can deliver a huge audience for his sales messages—because there is still a tremendous amount of radio listening spread throughout this country.

"In total, that listening comes to about 42 billion hours per year, to be as exact as one can. Repeatedly, surveys have confirmed that more than 90% of all American homes with radios have one or more sets tuned in every week. Even in homes with television—and this is significant—90% of the people listen to radio at one time or the other during the week.

"And finally, network radio is the ideal running mate for network television. By adding radio to his television buy, the advertiser can achieve national saturation, with far less duplication than any other combination of media would permit.

"The problem, then, is one of adaptation—modernizing the operation so that the built-in values can go to work. For radio networks, this job has two related aspects:

"First, they must provide the sort of radio service which the public wants today and can't get from any other source. That was the role which made the networks great when radio was the only broadcast medium. But times have changed, and the service must keep pace. By providing such a service, networks will win back more of the huge audience now using radio.

"Second, network radio must have its nationwide audience available to all national advertisers—big and little. And it must do so through sales patterns flexible enough to meet each advertisers' particular marketing needs.

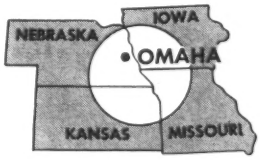
"There should be a place on the network for the advertiser who wants the identity and prestige and loyal audience following of his own evening program—like the *Telephone Hour*, or *Dragnet* or *Groucho Marx*.

"However, a company manufacturing green berets for women to wear on St. Patrick's day doesn't need a year-round evening program to do its sales job. Its requirements can probably best be met through selective radio advertising, appealing to the nation's housewives and concentrated in the weeks prior to St. Patrick's. Such a national advertiser can buy the schedule he needs in the printed media—why shouldn't network radio be able to accommodate him, too?

"There should also be a full range of opportunities on radio networks for all other types of national advertising operations: from the client who wants to accumulate maximum circulation by spreading his messages throughout the weekly program structure, to the company

**CONTRACT making KFDM-TV Beaumont, Tex., a primary CBS-TV affiliate, effective in April, is checked by Ed Shurick (l), national director of CBS-TV station relations, and these KFDM-TV executives (l to r): Howard H. Fry, secretary-treasurer; D. A. Cannan, president, and C. Blakey Locke, exec. vice president and general manager.**


LOOK AT THESE FACTS ABOUT WOW-TV OMAHA




COVERAGE

100,000 Watts (Max. Power) covering 51 counties in Nebraska, Iowa, Missouri and Kansas. (see coverage map above)

MARKET

Over 400,000 families with 2 billion dollars to spend.

PROGRAM RESPONSE

7,851 LETTERS in TWO WEEKS were received by Connie Cook of "Connie's Cupboard" when she asked viewers to send in the name of their favorite grocer.

3,300 get-well cards were sent to "Uncle Tom" Chase of "Trail Time" (a children's show) when he was in the hospital recently.

Ask your Blair-TV man or write Fred Ebener, Sales Manager, WOW-TV for spot program availabilities.

WOW TV

OMAHA—CHANNEL 6

MAXIMUM POWER · A MEREDITH STATION · CBS-TV · NBC-TV

Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines

**broadcasting's gold mine**
*of bright new instrumental tunes*

STANDARD
**SHORTY-TUNES**
Monthly releases of 20 current and standard pop tunes— each averaging only... **1½** Minutes in length

Includes Top Talent instrumental selections — specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers — no duds; Discs are 12 inch virgin vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

**NOW NO CONTRACT REQUIRED**
**Buy Outright Month to Month**

**STANDARD**
**RADIO TRANSCRIPTION SERVICES, INC.**
360 N. Michigan Ave., Chicago 1, Ill.

**Quad-City Employment is on Upswing!**

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities are materializing early and rapidly.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE

QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSELY TOGETHER AS THE BOROUGHS OF NEW YORK

*Quad-Cities' favorite*
**WHBF** AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.



that needs the concentrated impact of a big one-time advertising explosion."

Mr. Sarnoff said, "The time for the networks to move forward" in the new directions "is, and must be, now." He noted that there are 33 million tv sets in American homes, and estimated that tv this year "will collect total advertising revenues of $1.3 billion." And if tv's strength now is "that of a Jack Dempsey, it's strength tomorrow will be that of a Paul Bunyan. For tomorrow promises color television on a truly national scale."

He predicted the number of color tv sponsors will be quadrupled three years hence and that there will be 10 million color sets in U. S. homes by the end of 1960.

"But this world of color should not obscure our vision of those portable radios in the other rooms," he said. "For if we activate them with the type of entertainment, information and special interest programs that the public wants, then we shall have the perfect complementary medium for television—black-and-white or color. If we do that—if we adapt network radio properly in the age of television—then both NBC and Minneapolis will be renewing their radio charter for many years to come."

## ABC's Kintner Cites Radio-Tv Obligations

ROBERT E. KINTNER, ABC president, last week cited the broadcasting industry's three major obligations to the listening and viewing public: (1) "to produce top-rated shows to appeal to as many millions of people as possible"; (2) "programming for minority groups" —groups which favor musical, ballet and discussion types of programs, and (3) "program specialized groups"—shows aimed specifically at women or at children, for instance.

Mr. Kintner made his remarks to the 46th annual dinner of the Easton (Pa.) Area Chamber of Commerce. His talk was carried by: WGLV (TV) Easton, WEEU-TV Reading, WTPA-TV Harrisburg and radio stations WEEX and WEST, both Easton.

In another facet of his speech Mr. Kintner said that there should be no censorship of programs because of juvenile delinquency factors. "The causes of juvenile delinquency do not come out of the radio and television networks, but they come out of the home environment." He said that when programs are being presented which are too mature for the young child the solution is to keep the child from seeing the show and not the curtailing of the broadcast.

The ABC president also pointed out that the networks have an obligation to the advertisers. If there were no advertisers the networks and programming in general would dry up from lack of operating funds, he continued.

As to the network's future plans Mr. Kintner said there would be an emphasis placed on "family programming." The network wants the kind of shows that can be enjoyed by all members of the family group because the larger the family is the greater is its buying income.

In his discourse Mr. Kintner touched upon: the saturation of population that is possible through the combined radio-tv media; the high cost of network production and maintenance of service, and the need for still more programs in the news and public discussion field.

## Comedian Tom Howard Dies

TOM HOWARD, 69, former quizmaster on the radio-tv show *It Pays to Be Ignorant* and veteran vaudeville and stage comedian, died Feb. 27 in Long Branch, N. J., following a heart attack. He entered radio in 1943 with *It Pays to Be Ignorant,* a parody on all quiz programs, and continued the program until two years ago when he retired.

Mr. Howard is survived by his wife, the former Harriet Berg; a daughter, Ruth Howard Hoyt, who wrote the script and gags with her father for the radio-tv show, and a son, Thomas Jr., who is a radio writer.

### NETWORK PEOPLE

**Lester Vail,** director, CBS-TV *Meet Millie,* named program producer-director, succeeding late **Frank Galen.**

**Todd Hunter, Harlow Wilcox, Clete Roberts** and **Dick Joy,** Hollywood radio-tv newscasters and commentators, signed on CBS-TV *You Are There.*

**Mel Epstein,** motion picture producer-director, to CBS-TV Hollywood as producer.

**E. D. Leshin,** former associate producer, ABC-TV *Ray Bolger Show,* to CBS-TV Hollywood as co-producer, proposed *Harte of Honolulu* series.

**William Weller,** Levi-Bateman Brokerage Co., L. A., to Columbia Pacific Radio Network, Hollywood, as sales representative, specializing in food and manufacturer accounts.

**Paul M. Klempner,** formerly radio-tv commercial editor, Gotham Recording Corp., N. Y., to ABC as sales presentation writer.

The first motion picture ever to tell a story was
"THE GREAT TRAIN ROBBERY"

You can see it on "MOVIE MUSEUM"
STERLING TELEVISION CO., INC.
NEW YORK CHICAGO DALLAS HOLLYWOOD

## Wick, James, Hartman Elected by CBS-Columbia

THREE new vice presidents of CBS-Columbia Inc., Long Island City, N. Y., were elected last week, according to an announcement by Seymour Mintz, president of the CBS set manufacturing division. They are: Merle S. Wick, administrative vice president; Will James, vice president in charge of operations, and Robert K. Hartman, vice president in charge of the government and industrial division.

Mr. Wick has been financial administrator for the company in charge of financial, accounting and general office administration. In his new position he will be responsible for all administrative procedures.

Mr. James, who has been director of operations, will be responsible for all plant, manufacturing and purchasing operations.

Mr. Hartman, who was director of government operations, will be responsible for the expansion and development of CBS-Columbia's new government and industrial electronics division.

## Community Operations Div. Established by Jerrold Corp.

ESTABLISHMENT of a Community Operations Div. was announced last week by Jerrold Electronics Corp., Philadelphia, one of the major manufacturers of community television equipment.

MR. MILLER

The new division will handle franchise contracts, insurance, bonding, work crew organization, construction supervision, promotion, business operations and technical engineering for construction and maintenance.

William H. Miller is manager of the new division. Others are Robert J. Tarlton, community constructions; Barbara Loomis, planning supervisor; Claire Ostroff, field management representative, and Earl Fletcher, engineering supervisor.

## DuMont Grosses $93 Million

ALLEN B. DUMONT Labs' gross income in 1954 totaled $92,843,000 and its net earnings $7,597,000, including a profit of $6,727,000 after capital gains tax on the sale of WDTV (TV) Pittsburgh to Westinghouse Broadcasting Co., DuMont reported Thursday following a board meeting. The $7,597,000 net earnings represented $3.17 per share of common stock, the report noted, while earnings from operations were placed at $870,000, or 32 cents per share of common stock.

## American Absorbs Berlant

INTEGRATION of Berlant Assoc., Los Angeles tape recorder manufacturers, into a group of firms controlled by American Electronics Inc., was accomplished by vote of the directors of the Berlant firm and those of Electroflow Corp., an American Electronics subsidiary. The new firm, Berlant Instruments, although expanding into automation, computer and instrument applications of magnetic recording, will continue to manufacture the Berlant and Concertone lines of tape recorders.

## Transmitting Equipment

| Station | Power | Band | Use |
|---|---|---|---|
| **TRANSMITTER SHIPMENTS** | | | |
| Gates Radio Co. | | | |
| KTTN Trenton, Mo. | 500 w | am | new station |
| WNAU New Albany, Miss. | 500 w | am | new station |
| KBAB El Cajon, Calif. | 1 kw | am | new station |
| WCKI Greer, S. C. | 1 kw | am | new station |
| KZIP Amarillo, Tex. | 1 kw | am | new station |
| WESM Pocomoke City, Md. | 1 kw | am | new station |
| KLER Lewiston, Idaho | 5 kw | am | power increase |
| RCA | | | |
| WSPD-TV | | | |
| Toledo, Ohio | 2 kw | tv (ch. 13) | standby |

OTHER EQUIPMENT: Allen B. DuMont Labs has reported shipment of a color multiscanner to WDSU-TV New Orleans (ch. 6) and an order for a color multiscanner from WAGA-TV Atlanta (ch. 5). DuMont also reported an order for a monochrome multiscanner for shipment to educational WEDM (TV) Munford, Ala. (ch. 6).

## S-C Net Sales Drop in 1954, Earnings Up 19% Over 1953

NET SALES last year for all Stromberg-Carlson Co. divisions, including the firm's broadcasting division, totaled $63,509,429, slightly less than the record $65,241,861 sales of the year before, Robert C. Tait, president, announced last Tuesday. S-C owns WHAM-AM-TV and WHFM (FM) Rochester.

At the same time, the board declared a dividend of 56¼ cents per share on 4½% convertible preferred stock, payable April 1 to stockholders of record at the close of business March 15. Dividend of 40 cents was declared on common stock, payable March 31 to stockholders of record March 15.

Mr. Tait said net earnings for the year, after charges and taxes, amounted to $1,981,754, an increase of 19% over the 1953 net.

## 6.2 Million Radios Shipped In '54; Down From '53 Total

SHIPMENTS of radios to dealers totaled 6,187,503 in 1954, according to Radio-Electronics-Tv Mfrs. Assn., as compared with 7,243,073 in 1953. Radio shipment data do not include auto sets, which move directly to auto manufacturers. December shipments totaled 1,059,166 compared with 711,554 in November. Shipments to dealers by states during 1954:

| State | Total | State | Total |
|---|---|---|---|
| Ala. | 65,995 | Nev. | 6,675 |
| Ariz. | 31,281 | N. H. | 17,291 |
| Ark. | 39,423 | N. J. | 293,399 |
| Calif. | 488,703 | N. M. | 18,081 |
| Colo. | 40,729 | N. Y. | 982,917 |
| Conn. | 108,335 | N. C. | 115,271 |
| Del. | 15,189 | N. D. | 16,973 |
| D. C. | 66,099 | Ohio | 387,068 |
| Fla. | 137,020 | Okla. | 58,163 |
| Ga. | 111,486 | Ore. | 40,029 |
| Idaho | 13,398 | Pa. | 466,449 |
| Ill. | 426,465 | R. I. | 35,951 |
| Ind. | 120,269 | S. C. | 46,622 |
| Iowa | 74,775 | S. D. | 18,682 |
| Kan. | 48,405 | Tenn. | 89,445 |
| Ky. | 73,852 | Tex. | 276,217 |
| La. | 85,079 | Utah | 23,005 |
| Me. | 29,100 | Vt. | 10,294 |
| Md. | 111,426 | Va. | 99,380 |
| Mass. | 247,013 | Wash. | 86,206 |
| Mich. | 269,439 | W. Va. | 42,574 |
| Minn. | 90,464 | Wis. | 121,972 |
| Miss. | 39,336 | Wyo. | 7,533 |
| Mo. | 137,240 | | |
| Mont. | 17,891 | | |
| Neb. | 38,894 | Grand Total | 6,187,503 |

## Westinghouse Annual Report Cites Advances, Acquisitions

ADVANCES in color set marketing and acquisition of new tv stations in 1954 were noted last week in an annual report to stockholders of the Westinghouse Electric Corp.

The full report, released Wednesday, also contained an earlier disclosed summary of sales


SESAC

TRANSCRIPTION VALUES

"... satisfies television's constant demands for a continuous supply of new production music."

*Yvonne Doray*
WATV

"... a valuable asset to the planning of good programs—has adequately fulfilled our needs for themes, background music, bridges and fills."

*Seymour Horowitz*
WJAR-TV

*Lowest in cost for a Complete Program Service the Ever-Growing*

SESAC TRANSCRIBED LIBRARY

475 Fifth Ave. New York, N. Y.

*"the best music in America"*

## MANUFACTURING

and earnings, which were placed at record highs [B•T, Feb. 28].

Westinghouse claimed it was "first to manufacture" color tv sets on an assembly-line basis and to "market them across the nation." The company introduced its 15-inch color receiver last spring and late in the year came out with two 19-inch color models.

The "two major events" which marked activities in 1954 of the company's wholly-owned subsidiary, Westinghouse Broadcasting Co., were the purchases of KPIX (TV) San Francisco, and later, WDTV (TV) Pittsburgh (now KDKA-TV). The acquisitions were made, the report said, because of investment value and their "increasingly greater earnings potential" to add to the company's opportunity to increase its "identification and prestige in metropolitan areas."

### MANUFACTURING PEOPLE

**Louis G. Pacent Jr.,** works manager, Emerson Radio & Phonograph Corp., N. Y., elected vice president in charge of manufacturing.

**Frank J. Healy,** vice president-operations, Sylvania Electric Products Inc., N. Y., and in charge lighting div., elected director of company.

MR. HEALY

**W. E. Laswell,** distributor mechandising and sales activity supervisor, southwestern regional sales staff, Motorola Inc., Chicago, appointed southeastern district regional sales manager, headquartering in Atlanta, Ga., succeeding **Dale Andrew.**

**R. N. Ness,** Dallas district appliance manager, Graybar Electric Co., N. Y., appointed San Antonio office manager.

**William Balderston,** chairman of board, Philco Corp., Phila., re-elected to National Industrial Conference Board, N. Y.

**Robert L. Werner,** vice president and general attorney, RCA, N. Y., named co-chairman, radio-tv div., 1955 fund campaign, Legal Aid Society.

**Raymond W. Durst Jr.,** 21, methods dept., Hallicrafters Co., Chicago, and son of firm's president, died Feb. 27.

## EDUCATION

### Illinois Institute Slates Educational Tv Conference

POTENTIALITIES of educational television will be canvassed for some 300 representatives of 27 different institutions at a two-day conference in Chicago March 24-25.

The conference, conducted by the Illinois Institute of Technology, will include on the agenda such topics as production techniques, operation of community stations, conditions in the television industry and participation in tv programs.

Purpose of the session is to familiarize professional educators with the medium preparatory to the kickoff of Chicago's proposed WTTW (TV) as a non-commercial station this fall. Discussions are tailored to help them produce "interesting and worthwhile shows." It will be the second Chicago area conference of its kind sponsored by IIT, according to Dr. Mentor L. Williams.

Chicago Educational Television Assn., licensee of WTTW, has raised $815,000 out of $1.2 million needed to operate the station through 1955-56.

### RCA Awards Six Fellowships

ANNOUNCEMENT of six RCA fellowship awards to young scientists and graduate engineering students for the current academic year was made last week by Dr. C. B. Jolliffe, RCA vice president and technical director. The fellowships range from $1,800 to $2,700, part of which is specified for tuition and university fees.

Purpose of the fellowships, according to Dr. Jolliffe, who is also chairman of the RCA education committee, is to provide assistance for predoctoral graduate students who display outstanding ability in fields of study related to radio, tv and electronics. More than 70 men have received RCA fellowships since the awards were first given in 1947.

### Shakespeare on WDAF-TV

U. OF KANSAS CITY has inaugurated an 18-week series, *You and Shakespeare,* on WDAF-TV Kansas City, Mo. The course, taught by Carolyn Benton Cockefair, professor emeritus of the university, may be viewed for college credit if application is made to the school. Educators from the university have presented one other telecourse, *You and the Law.*

### Northwest Radio-Tv School Opens Branch in Washington

WASHINGTON, D. C., branch of the Northwest Radio & Television School has been opened, it was announced last week by W. A. Sawyer, director and owner. Offices and classrooms will be located in the 1627 K St., N.W. studios of WWDC, which will vacate them May 1 to occupy new quarters. Resident classes will begin on about that date. Harry R. Shank is resident registrar and will occupy offices at the WWDC address immediately, accepting registrations for the May term.

In announcing the opening, Mr. Sawyer said, "We believe that many residents of the Washington metropolitan area will want to take advantage of this opportunity to receive professional training for careers in one of the nation's most dynamic, growing industries."

Mr. Sawyer has leased necessary equipment from WWDC owners and in-school training will be offered in the studios. The school offers specialized vocational training in broadcast media and operates a free nationwide placement service for graduates. Former FCC Commissioner George E. Sterling is consultant to Northwest in its technical training course. Northwest was founded by Mr. Sawyer in Portland, Ore., in 1946 and also maintains resident schools in Los Angeles and Chicago.

### KETC (TV) Sets Credit Course

COLLEGE accredited television course, "The Religions of Man," will be presented by educational KETC (TV) St. Louis, it was announced jointly by Ethan A. H. Shepley, chancellor of Washington U. there, and Shelby Storck, KETC general manager. The course will run for 15 weeks and one hour of college credit will be awarded to those who successfully complete the course. Registration fees are $17 for those who intend to take the course for credit and $4 for those who will follow the course, but are not interested in obtaining college credit. Both fees include the course syllabus.

### KHOL-TV Slates Art Series

THIRTY-MINUTE educational series titled *Art Through the Ages* is being produced by Kearney State Teachers College, Kearney, Neb., through the cooperation of KHOL-TV there, which is making its facilities available to the school. The weekly series, a chronological study of the major cultures including special demonstrations by students on art technique, will be directed by William A. King, teachers college professor of art.

### EDUCATION SHORTS

**KFRE** Fresno, Calif., is cooperating with Fresno State College in presenting for fifth time complete closed-circuit tv workshop class for college credit. Course being taught by Keith Mealey and Ed Frech of KFRE, assisted by Edwin Lombard and Merlyn Burriss of Fresno State.

**Dr. Franklin Dunham,** radio-tv chief, U. S. Office of Education, to conduct six-week educational radio-tv workshop (June 20-July 30), U. of Southern California, also conducting radio-tv programming course during same period.

**RCA Institutes Inc.,** N. Y., awarded 207 diplomas to students at commencement exercises for courses completed in radio-tv broadcasting, servicing, advanced technology and radio-telegraph operating. Total of 52% of winter term students were World War II and Korean War veterans.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WCKY CINCINNATI

# BRITISH 'GAG' EVOKES CHALLENGES

**Agreement prohibiting airing of political discussions on topics two weeks before they come up for debate in Parliament is said to be strangling British Broadcasting Corp.**

GENTLEMEN'S AGREEMENT between England's two major political parties and the British Broadcasting Corp. that prohibits the airing of political discussions on topics two weeks before they come up for debate in Parliament is currently being challenged.

The challenge, designed to do away with the two-week gag, comes from newspapers of various political faiths and some members of both parties. They claim the restriction is strangling BBC. The *Observer* said the BBC should not "meekly renew the agreement, which makes it less free than the press and the public at large. . . ." The newspaper said "It should compel the government to impose the restriction [by law] and to accept the blame for doing so."

Prime Minister Winston Churchill told the House of Commons a fortnight ago the ban would stay in effect. He said:

"The bringing on of exciting debates in this last new robot organization of television and BBC broadcasts . . . might have deleterious effects upon our general interests."

This current controversy came to light about two weeks ago when a chairman of a panel show revealed that the program had been forbidden to discuss the hydrogen bomb. The bomb issue was to be discussed in Parliament last week.

The gentlemen's agreement dates back to 1948 when Labor Party leader Clement Attlee was Prime Minister. The Churchill government, it was understood, now will enact the necessary law, making it apply with equal force to the commercial television system due to begin operating next September.

Critics of the restriction have suggested that the party leaders want to control the way issues are presented to the public and, in particular, the persons who present them.

In addition to the gentlemen's agreement, the parties have imposed a limited panel of party regulars from which speakers for quasi-political panel shows are selected. This came about, it was reported, because two mavericks—one a Laborite and the other a Conservative—became very popular on a show called *In the News*. The two men were cut down to one appearance per month each.

## Annual CARTB Meet Scheduled March 21-23

CANADIAN broadcasters will hear their U. S. colleagues on numerous industry problems at the 30th annual meeting of the Canadian Assn. of Radio & Television Broadcasters at the Chateau Frontenac Hotel, Quebec City, March 21-23. News, television and sales will highlight the problems to be discussed at panel sessions of the annual meeting.

One of the items slated for the closed business session on March 22 is the adoption of a special by-law increasing the number of directors from 14 to 19, with a quorum of 10. The new directorate will have one tv director from each of the five regions and two radio directors from each of the Atlantic and Pacific regions, three radio directors from each of the French-language and Prairie regions, and four radio directors from the Central Canada region.

Included in the roster of speakers are John Karol, CBS vice president, who will talk on "Radio's Resurgence" on March 21; Thomas F. O'Neil, MBS president, who will address the annual dinner meeting on March 21; Joe Ward, president of Advertising Research Bureau, who will speak at a sales meeting on March 23, and Frank Owen, editor of the *London Daily Mail*, who will be keynote speaker at the opening session dealing with the responsibility of broadcasters and the future of the electronic publishing medium.

A news panel on March 21 will discuss news handling by four Vancouver newsmen. Sales will be discussed in a panel session on March 23. A tv session will take up rate cards, a code of ethics, contracts, copyright protection, evening program allocation and sustaining programs.

The Bureau of Broadcast Measurement will hold a research presentation on March 20 as to the reliability and future of the BBM, and will have its annual meeting on March 22.

CARTB elections will be held on March 22, and presentation of awards at the annual dinner on March 21.

## Bell of Canada to Build Toronto-Vancouver Network

BELL TELEPHONE of Canada Ltd., Montreal, is expected to build a microwave tv network from Toronto, Ont., to Vancouver, B. C., for rental to Canadian Broadcasting Corp. First stage, from Toronto to Winnipeg, Man., already is under construction. The joint communications setup of the Canadian National Telegraphs and Canadian Pacific Telegraphs, is expected to have the microwave network from Montreal to Canada's Atlantic Coast cities. The joint service already operates a microwave network for CBC from Montreal to Quebec.

Completion of the Toronto-Winnipeg service is expected next year, and final linking up of all


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broadcasting exclusively to 1,466,618 Negroes—never reached before. Top Hooper and Pulse rated Station in the Memphis Market!

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G is for Guns and Guards

You'll find them both in these tense tales of the incredible exploits of American Intelligence behind enemy lines.

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Blue chip local and regional sponsors like Ohio Oil Co. (in 12 markets), Budweiser Beer, Nash Dealers, Ford Dealers, Norge Dealers, Minimax Stores, and the Los Angeles Daily Mirror find these thrilling tales of American Intelligence (based on true accounts of espionage and intrigue) build high ratings fast—at amazingly low costs.

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These taut dramas of the fight for freedom speak softly but carry a big stick of entertainment dynamite!

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Capturing prime time ARB ratings like: 35.0 (3 station market), 27.7 (3 station market), 22.9 (3 station market), 22.2 (3 station market)—these thrilling stories of American Intelligence at work, make solid sales sense for regional and local sponsors who want to build high ratings fast—at amazingly low costs.

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parts of Canada by microwave relay will be completed in 1958, according to present plans. It is expected the system from east to west will cost about $50,000,000. CBC will likely rent its tv facilities for about $2,500,000 annually. (In its last fiscal year ending March 31, 1954, CBC spent $330,155 on microwave network rentals.)

## JAPANESE BROADCASTER PREDICTS EXPANDED TV

**Government stations are getting the breaks now, says director of Japan's NARTB, but private video is gaining force.**

COMMERCIAL television in Japan operates along the lines of the Canadian systems, with government stations getting most of the breaks, but a Japanese broadcaster, Hidezo Kameko, operator of Radio Kyushu, predicts that private telecasting will expand rapidly.

Mr. Kameko, director of the 49-station National Assn. of Broadcasters of Japan, equivalent of the NARTB, is touring the U. S. under the State Dept. exchange program. He will inspect station operations in all parts of the nation, observing techniques, programming and advertising methods. Before going to New York to plan his six-week itinerary, which begins March 14, Mr. Kameko called on Harold E. Fellows, NARTB president.

There are fewer than 50,000 tv sets in Japan, Mr. Kameko said, and tv is just getting started. He expects to get a Kyushu grant soon. The government operates a small network. Handicaps of high prices for sets and a 300-yen monthly home license fee have held back progress. Video receivers cost the consumer about $25 per tube-inch, or from $275 to $300 for a 12 or 14-inch set. Larger screens aren't in demand because Japanese rooms are small.

Large numbers of sets are located in stores, restaurants and tea rooms, with traffic jams frequent in the area of sidewalk receivers. Installment plans are being worked out for consumers and merchandising efforts will be expanded. Forty per cent of sets sold are from the U. S.

The government radio-tv operation is NHK, financed by the tv tax and a radio head tax one-fourth that amount. The privately operated Japanese Television Network operates in the Tokyo area. A new outlet, Radio Tokyo, will begin about April 1 there, with others planned in Osaka and Nagoya at a later date and perhaps 30 stations within five years serving an estimated 65% of the homes.

Political broadcasts are sharply restricted by the government. A candidate for the Diet is entitled to three five-minute broadcasts on a station of his selection—government or commercial—with the government paying the fixed nominal time charge. Three's the limit for the candidate, but political parties can buy time on an equal basis. Stations have sustaining debates on campaign issues.

Commercial stations sell time to Baptists and other religious denominations. Older native denominations have little money for sponsored time, as a rule. The government radio network does not include religious programming.

Generally, stations air programs on a five-hour, daily schedule (noon-2 p.m., 6-9 p.m. and special shows at other hours). Sports and news programs are most popular. Drama, music, quizzes, lectures, women's and children's shows and films also are included in the programming. Japanese telecasters can screen any major studio's movie film older than five years, while NHK uses current films as well.

## Canada's Advertising

THE CANADIAN government in 1954 spent $5,015,859 in advertising, with the Dept. of National Defense accounting for more than half the total with $2,828,482. Nine advertising agencies handled $3,900,000 of the government advertising and the remainder was placed direct. Second highest departmental advertising expenditure was by Northern Affairs, which spent $940,047. Finance came third with $666,704, followed by Labor, $148,730, and Trade Commerce, $142,730. No media breakdown was supplied.

## CARTB Forms Pioneers Club

PIONEERS CLUB has been formed by the Canadian Assn. of Radio & Television Broadcasters for those who before Dec. 31, 1951, had been 25 years in active service in the broadcasting industry. The CARTB already has its Quarter Century Club, and the Pioneers Club will have a limited membership of those who celebrated their quarter century of service prior to the end of 1951. A total of 21 persons will be presented with Pioneers Club certificates at the annual CARTB meeting, March 21-23, in Quebec.

## WAB Meets June 27-30

PLANS are being completed for the annual summer meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alberta. WAB President Sid Boyling, CHAB Moose Jaw, has announced the convention will be held from June 27 to 30, and that business meetings would be held on June 28 and 29.

### INTERNATIONAL PEOPLE

**Corinne Noonan,** formerly promotion manager, CHED Edmonton, Alta., to J. J. Gibbons Ltd. (adv.), same city, as radio-tv and publicity director.

**John K. Rooke,** assistant features editor, Canadian Broadcasting Corp. national tv news service, appointed features editor, succeeding **Harry Rasky,** resigned to form film producing firm.

### INTERNATIONAL SHORTS

**CHEX-TV** Peterborough, Ont., has issued first rate card effective March 1 with class A hourly rates starting at $200 and one-minute announcements at $40. Station will have 260 kw video power, 156 kw audio and antenna height of 400 ft. Station is affiliated with *Peterborough Examiner*. Telecasting is to start mid-March.

**Canadian Broadcasting Corp.,** commercial dept., announces new class A network time rates effective April 1 for CFPL-TV London, Ont., $370 per hour; CKCO-TV Kitchener, Ont., $350 per hour, and CFCM-TV Quebec City, Que., $230 per hour.

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

## COOKING FOR THE SMALL FRY

COOKING SHOW designed for the small fry of the household is a new Saturday program of WGN-TV Chicago. Based on the theory that most children find the kitchen fascinating and love to cook, the program explains cooking equipment, terms and expressions, methods of preparing food and recipes and safety rules. Titled *Let's Cook*, the series is conducted by Alma Lach. Tots also are shown how to make "little desserts."

## PETER THE PARAKEET

PETER, a parakeet in Oklahoma City, won his owners a $100 U. S. Savings Bond when he said "KTOW My Favorite Music Station" after KTOW there offered the prize to anybody who would teach their parakeet that statement. Peter was taught to say the slogan in a week. He was taken to the station and coaxed in front of a microphone to make his speech, which was tape recorded for additional use.

## SCOUTS TAKE OVER WMPS

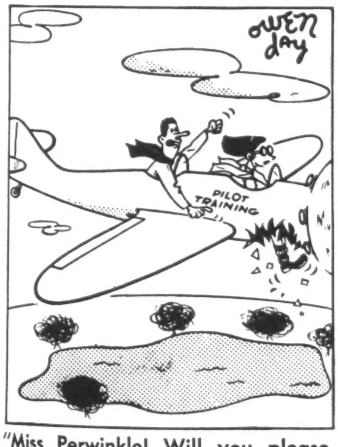
AS PART of the kickoff of Boy Scout Week in Memphis, Tenn., over 20 scouts took over the regular staff and personality jobs at WMPS there for a full day to promote the interests of the week.

## 'YOUR INCOME TAX'

AID for those swamped by income tax problems will be supplied by MBS on *Your Income Tax*. Six consecutive Thursday programs from March 10 through April 14 have been scheduled at 7:15-7:30 p.m. EST. Internal Revenue Commissioner T. Coleman Andrews will appear on the first program and bureau expert Ernest J. Grayson will appear thereafter. Harry Wismer of MBS will pose typical problem questions of interest to the taxpayer.

## 'NEWSPAPER OF THE AIR'

NEW SERIES of weekly, half-hour programs utilizing tape recordings of propaganda broadcasts from Iron Curtain countries and including roundtable discussions of controversial issues has been inaugurated by WINS New York. Designed to appeal to the more than one-third of a million college students in the New York metropolitan area, *Sunday Newspaper of the Air* is written, directed, produced and announced by members of Long Island U.'s undergraduate radio workshop, an activity of the Dept. of Journalism.




**"Miss Perwinkle! Will you please stop listening to that KRIZ Phoenix dance music!"**

**KEYS to a 1955 Bel Air Chevrolet convertible are presented by Don Searle (l), vice president and general manager of KOA-AM-TV Denver, to Ralph De Gidio, manager of Miller's Supermarkets, Denver. The auto was one of 101 gifts worth more than $6,000 given away by the stations in their Anniversary Gift Bank promotion held in observance of KOA's 30th birthday and KOA-TV's first. The gifts were won by drawing by client and agency people over the country.**

## ITALIAN CHILD PANEL SHOW

AFTER broadcasting requests for children who speak Italian or an Italian dialect fluently, WOV New York in a week's time received 400 affirmative answers, giving it the go-ahead with plans for placing Italian-language juniors on the air. As a result, the station is carrying as a regular Saturday afternoon feature an Italian-language child panel show. Daily station breaks are being transcribed by "the more assured" youngsters.

## KTVX (TV) REPORT

NEW REPORT on the Tulsa tv market has been distributed by Avery-Knodel Inc., national representative for KTVX (TV) Tulsa, to the nation's advertisers and agencies. The brochure includes a comparison of all tv stations in the metropolitan Tulsa market, presenting data on facilities, market coverage and "selling opportunities." It outlines, among other things, KTVX's "consumer panel" of 1,050 women which samples and tests nationally advertised brands, thus presenting buying habits as well as analyses of product usage and brand preferences.

## LARGE POSTER AND POWER

WDEL-TV Wilmington, Del., is distributing a red, white and black poster, measuring 2 x 7 ft., pointing to the station's recent increase in power to 316 kw. The presentation announces WDEL-TV now covers the Philadelphia trading area and lists the station's Philadelphia address.

## HONORARY BATBOYS

IN CONJUNCTION with the New York Giants and the Brooklyn Dodgers, WRCA-AM-TV New York launched a promotion under which two boys will be chosen to act as honorary one-day batboys for the teams during the early part of the upcoming baseball season. The two boys, from 8 to 14, will be found by means of a letter contest on the subject, "Why I Want to Be a Batboy for the (team of choice)." Players of the Giants and Dodgers will appear on WRCA-AM-TV programs to create interest and answer questions about the contest.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Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

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| Shining Mountains | 18 |
| Banff's Golf Challenge | 21 |
| Jackpine Journey | 20 |
| Snowtime Holiday | 19 |
| High Powder | 22 |
| West Coast Playground | 12 |
| Klondike Holiday | 22 |
| Canada's Tackle Busters | 21 |
| Canada's East Coast Playground | 20 |
| Alaska and the Yukon | 11 |
| Riding High | 18 |
| Happy Voyage | 17 |

For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacific, 581 Fifth Ave., N. Y. 17, N. Y. Plaza 9-4433.



• • • —

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Here's a fresh, fascinating show that holds viewers spellbound **and** performs a needed public service.

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Write, wire, call for immediate details

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## 'HOME, SWEET HOME'

SEVEN-DAY weekly Italian situation comedy, *Casa Serena* ("Home, Sweet Home"), has been added to the WATV (TV) Newark, N. J., Italian-language schedule. The daytime serial chronicles the humorous aspects of the daily lives of an Italian family of artists—husband, wife and mother-in-law. Gino Caimi, an Italian stage actor, writes and directs the show, also playing the role of the husband.

## WWRL BROCHURE

BROCHURE which analyzes Spanish-Puerto Rican market data and ways the market can best be served through use of time on WWRL New York has been issued by the station. The presentation includes a partial list of agencies using Spanish-language broadcasts on WWRL, station program data, a breakdown of the Spanish-Puerto Rican population in New York City and merchandising features offered by the station.

## 'MUSICAL NITECAP'

RESPITE from ordinary late-hour feature movie programming is offered viewers of KNXT (TV) Hollywood's *Musical Nitecap*, a new live half-hour, week-night series. In the 11:30 p.m.-midnight time slot, the program offers music, dancing, singing and personality interviews, with Dave Willock as host-m.c.

## STATIONERY PROMOTES KCRB

KCRB Chanute, Kan., is using official stationery with a six-color border showing home, farm, shop and office situations where radio is being listened to while work is being done. The bottom of the stationery says, "You can listen to KCRB and do something else."

**THE LADY in the bathing suit is Martha Roehm, earning $1 per minute in 16° weather with snow falling. Jack Fogarty, morning news editor of WCPO Cincinnati, offered the fee to any girl who would don a bathing suit and stand beside him while he delivered his 9 a.m. newscast. Miss Roehm stuck it out the full 15 minutes of the broadcast.**

## WGAN-AM-TV REPORT WRECK

CAMERAMAN from WGAN-TV Portland, Me., were the only tv cameramen on the scene to report a train crash which occurred five miles east of Augusta, Me., WGAN-AM-TV reports. The wreck occurred at 9:15 p.m. and WGAN-AM-TV dispatched a reporter and two cameramen to the scene with portable lighting equipment. The newsmen phoned bulletins into the station after walking to the nearest telephone a half a mile away. A total of 11 bulletins were aired by the stations between 10:20 p.m. and 1 a.m. The next day the stations aired tape recordings and showed films taken at the scene.

## DISC SHOW MINUS MUSIC

WHOM New York has started a new type of disc m.c. show on Sundays, 12 midnight-2 a.m., which uses no music—only words. The show features Bunny Roberts as a disc m.c. telling "homey" stories, reading poetry and quoting philosophical remarks.

## TV TOY MERCHANDISING PLAN

EXTENSIVE tv toy retail merchandising plan is under preparation in connection with the cooperative sponsorship of WOR-TV New York's *Merry Mailman* program by the Darling Stores chain of juvenile outlets. Called "Darling Stores Blue Ribbon Plan," it offers toy manufacturers the opportunity of co-sponsoring *Merry Mailman* (Mon.-Fri., 6-6:45 p.m. EST) with the chain stores, and the benefit of Darling's merchandising efforts, which include daily listings of manufacturers in the stores' newspaper advertisements; special in-store displays; premium giveaways supplied by Darling, and personal appearances by the Merry Mailman in stores carrying the toy manufacturers' products. The plan will be launched March 1.

## KXO AND DOLLAR DAYS

KXO El Centro, Calif., is buying time for the merchants of the city by purchasing free parking time for citizens of the Imperial Valley capital during its Dollar Days, a bargain sales event staged annually by El Centro's retailers. In connection with the station's purchase of parking time from the city, KXO sent letters to the merchants expressing hope the promotion would catch the interest of the valley, produce-growing center of California, and explaining it would be wise to advertise on the station which covers the majority of the area. KXO points out 99% of the residents of Imperial Valley have radios and spend on an average of over 30 hours per week listening.

## HIGH SCHOOL RADIO DAY

KMMO Marshall, Mo., staged High School Radio Day in cooperation with the Cooperative Occupational Education classes of Marshall High School in which 47 students sold, wrote and announced commercials starting at 6:15 a.m. until 5:45 p.m. signoff. The station split the proceeds with the class, which used its money to pay expenses to Kansas City to study industry and retail stores. Both KMMO and the school believe it was one of the most important public relation events either has undertaken and plans are being made for the same project in 1956.

## FREE SOIL TEST

FUNK BROS. SEED Co., Bloomington, Ill., through its agency, The Biddle Co., same city, is offering customers of its new product, Funk's Green Lawn Seed, a free lawn soil chemical test with a purchase of a five-pound carton of the seed or a test at cost for purchasers of the one-pound container. Television is the heart of the campaign with the test market primarily consisting of WCIA (TV) Champaign, Ill., on which one-minute spots are being run through April 1. Four mailings are being sent to 5000 prospective dealers throughout Illinois. Easel displays, window streamers and tie-in ad mats are provided dealers, with class A dealers being supplied 3- x 6-ft. imitation grass mats and flats of grass seed growing to enhance spring lawn seed displays. The campaign is being backed with newspaper ads in several Illinois cities. If the spring campaign is as successful as early indications hint, Biddle reports, the program will be expanded during the fall selling season with an all-out drive in the spring of 1956.

## 'FIGHTING WORDS'

CONTROVERSIAL quotations are the feature of a half-hour tv panel show on CBLT (TV) Toronto and the CBC microwave tv network. *Fighting Words* is an unrehearsed verbal exchange about controversial quotations sent in by viewers. The panel of experts includes a number of well-known Canadian educators, novelists and musicians. Moderator is drama critic Nathan Cohen.

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Dedicated to the men and women of America who win the key battles in the never-ending war against oppression.
Secret File U.S.A.
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Blue chip local and regional sponsors like Ohio Oil Co. (in 12 markets), Budweiser Beer, Nash Dealers, Ford Dealers, Norge Dealers, Minimax Stores, and the Los Angeles Daily Mirror find these thrilling tales of American Intelligence (based on true accounts of espionage and intrigue) build high ratings fast—at amazingly low costs.
Write, wire, call for immediate details.
OFFICIAL FILMS, Inc.
25 W. 45 Street, N. Y. 36 • Plaza 7-0100

## Fine Feathered Fluency

OWNERS of talking birds can train their pets to earn $100—enough to keep them in bird seed for quite a few years—in a contest being conducted by KIST Santa Barbara, Calif. The contest, which began Feb. 25, will run until a bird can clearly and distinctly say "Radio KIST—KIST." Birds will be given 15-minute auditions, during which time a tape will record the bird talk. **KIST reserves the right to use** the recordings on the air, the winner becoming its "cheep" announcer.

## KPHO-AM-TV FEATURE SERVICE

FEATURE release service, accompanied by mats, is being distributed to 74 daily and weekly Arizona newspapers within the signal range of KPHO-AM-TV Phoenix and with a combined circulation of 210,000. The service consists of three matted features: a radio-tv column, "Arizona Antenna," with news notes and anecdotes; a household hint column by KPHO personalities, "On the House," and a news photo of station operations.

## CBC-TV WAR SERIES

BRITISH government half-hour film series, *The War in the Air*, is to be telecast over the Canadian Broadcasting Corp. tv network weekly starting March 13. The series, concerning the air phase of World War II, is similar to the NBC *Victory at Sea* series, which still is being seen on some Canadian tv stations. *War in the Air* will be telecast for 15 weeks and also is expected to be shown on some U. S. tv stations.

## GOVERNOR ON RADIO-TV

GOV. LEROY COLLINS, newly-inaugurated governor of Florida, is launching a series of monthly radio-tv reports on his administration today (Mon.). Gov. Collins will utilize ABC stations in Florida and other stations will be fed the programs on request.

## WDBO-TV INTERVIEWS LEWIS

WHEN Fulton Lewis jr. made a trip to Orlando, Fla., to film an interview with Air Force Gen. George E. Stratemeyer, WDBO-TV there made overnight arrangements to put Mr. Lewis on its *Central Florida Showcase*. A panel interviewed Mr. Lewis on the topic "Mr. Lewis . . . the Man, the Husband, the Father."



# Station Authorizations, Applications
## (As Compiled by B • T)

**February 24 through March 2**

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)**

### FCC Commercial Station Authorizations
**As of Jan. 31, 1955 ***

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,674 | 525 | 126 |
| CPs on air | 12 | 20 | †317 |
| CPs not on air | 101 | 10 | 130 |
| Total on air | 2,686 | 545 | 443 |
| Total authorized | 2,787 | 555 | 573 |
| Applications in hearing | 137 | 2 | 167 |
| New station requests | 174 | 5 | 19 |
| New station bids in hearing | 76 | 0 | 151 |
| Facilities change requests | 137 | 8 | 38 |
| Total applications pending | 696 | 67 | 220 |
| Licenses deleted in Jan. | 1 | 8 | 0 |
| CPs deleted in Jan. | 0 | 0 | 7 |

*** Does not include noncommercial educational fm and tv stations.**

**† Authorized to operate commercially, but station may not yet be on air.**

* * *

### Am and Fm Summary through March 2

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,702 | 2,696 | 114 | 178 | 78 |
| Fm | 543 | 526 | 27 | 8 | 0 |

### Television Station Grants and Applications
**Since April 14, 1952**

***Grants since July 11, 1952:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial | 273 | 317 | 592[1] |
| Educational | 16 | 18 | 34 |

***Total Operating Stations in U. S.:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial on air | 302 | 109 | 411 |
| Noncommercial on air | 8 | 3 | 11 |

***Applications filed since April 14, 1952:***

| | New | Amend. | vhf | uhf | Total |
|---|---|---|---|---|---|
| Commercial | 953 | 337 | 737 | 534 | 1,272[2] |
| Educational | 57 | | 29 | 28 | 57[3] |
| Total | 1,010 | 337 | 766 | 562 | 1,329[4] |

**[1] One hundred-twenty-seven CPs (26 vhf, 101 uhf) have been deleted.**

**[2] One applicant did not specify channel.**

**[3] Includes 34 already granted.**

**[4] Includes 627 already granted.**

# ACTIONS OF FCC

## New Tv Stations . . .

### APPLICATION

**Walla Walla, Wash.—J. Elroy McCaw,** vhf ch. 5 (76-82 mc); ERP 11.76 kw visual, 5.88 kw aural; antenna height above average terrain 274 ft., above ground 509 ft. Estimated construction cost $118,800, first year operating cost $120,000, revenue not known. Post office address The Highlands, Seattle, Wash. Studio and transmitter location First Ave. & Poplar St., Walla Walla. Geographic coordinates 46° 03′ 58″ N. Lat., 118° 20′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Sole owner is **J. Elroy McCaw,** owner of KTVW (TV) Tacoma, Wash.; owner of KORC Mineral Wells, Tex.; pres.-½ owner KYA San Francisco; pres.-½ owner KELA Centralia-Chehalis, Wash.; vice pres.-25% owner KONA (TV) Honolulu, Hawaii; pres.-75% owner WINS New York, and sec.-treas.-⅓ owner KALE-AM-FM Richland, Wash. Filed March 1.


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## Existing Tv Stations . . .

### ACTIONS BY FCC

**WRBL-TV Columbus, Ga.—Columbus Bcstg. Co.** granted mod. of CP for ch. 4 to change ERP to 100 kw visual, 70 kw aural; change transmitter location to Crawford Rd., 3½ miles W of Phenix City, Ala.; antenna height above average terrain 630 ft. Granted Feb. 25; announced March 1.

**KMAU (TV) Wailuku, Hawaii—Hawaiian Bcstg. System** granted mod. of CP for ch. 3 to change ERP to 5.9 kw visual, 2.9 kw aural. Granted Feb. 25; announced March 1.

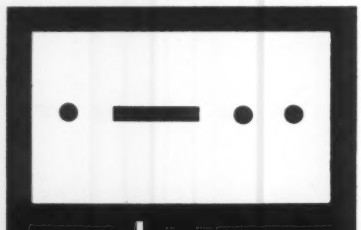
**KOAM-TV Pittsburg, Kan. — Mid-Continent Telecasting Inc.** granted mod. of CP for ch. 7 to change ERP to 245.5 kw visual, 137.5 kw aural; antenna height above average terrain 546 ft. Granted Feb. 25; announced March 1.

**WBID-TV Detroit, Mich.—Woodward Bcstg. Co.** granted mod. of CP to change from ch. 62 to ch. 50 (686-692 mc); ERP 1,000 kw visual, 500 kw aural; change transmitter and studio location to Penobscot Bldg., 645 Griswold, Detroit; antenna height above average terrain 640 ft. Granted Feb. 23; announced March 1.

**KYTV (TV) Springfield, Mo.—Springfield Tv Inc.** granted mod. of CP for ch. 3 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft. Granted Feb. 25; announced March 1.

**WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc.** granted mod. of CP for ch. 22 to change ERP to 1,000 kw visual, 537 kw aural; antenna height above average terrain 1,170 ft. Granted Feb. 23; announced March 1.

**WPRO-TV Providence, R. I.—Cherry & Webb Bcstg. Co.** granted STA to operate on a commercial basis (ch. 12) in accordance with BPCT-223 except using GE TY-30-H 70-30 antenna modified for 0.4 degree beam tilt mounted atop 358 ft. self-supporting tower constructed on piers of former WPRO-FM tower, overall height 432 ft. above ground, with transmitter output powers to be adjusted for ERP of 316 kw visual and 158 kw aural; authorization to expire Sept. 5 and is subject to such action as the Commission may be required to take, if any, as a result of final determination of appeal by Channel 16 of Rhode Island Inc., now pending in the Court of Appeals. Comr. Hennock dissented. Action March 2.

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**WSLS-TV Roanoke, Va.—Shenandoah Life Stations Inc.** granted mod. of CP for ch. 10 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,970 ft. Granted Feb. 25; announced March 1.

### APPLICATIONS

**KGMB-TV Honolulu, Hawaii—Hawaiian Bcstg. System Ltd.** seeks mod. of CP for ch. 9 to change transmitter location to 1534 Kapiolani Blvd.; ERP to 105 kw visual, 63.2 kw aural; antenna height above average terrain minus 153 ft. Filed Feb. 28.

**WHAS Louisville, Ky.—WHAS Inc.** seeks CP for ch. 11 to change transmitter location to Waterford Pike, 2 miles N of Mt. Washington, Ky.; studio location to 525 W. Broadway, Louisville; antenna height above average terrain 2,000 ft. Filed Feb. 25.

**WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp.** seeks mod. of CP for ch. 12 to change aural ERP to 200 kw; antenna height above average terrain 2,000 ft. Filed March 1.

**KPTV (TV) Portland, Ore.—Empire Coil Co.** seeks mod. of CP for ch. 27 to change ERP to 1,000 kw visual, 500 kw aural; antenna height above average terrain 1,281 ft. Filed Feb. 21.

**KREM-TV Spokane, Wash. — Louis Wasmer** seeks mod. of CP for ch. 2 to change aural ERP to 50 kw. Filed Feb. 21.

### CALL LETTERS ASSIGNED

**KENI-TV Anchorage, Alaska—Midnight Sun Bcstg. Co.**, ch. 2. Changed from KFIA (TV).

**KHBC-TV Hilo, Hawaii—Hawaiian Bcstg. System Ltd.**, ch. 9.

**KMAU (TV) Wailuku, Hawaii—Hawaiian Bcstg. System Ltd.**, ch. 3.

**KBOI-TV Boise, Idaho—Boise Valley Bcstrs. Inc.**, ch. 2. Changed from KBOI (TV).

**WXIX (TV) Milwaukee, Wis.—Columbia Bcstg. System Inc.**, ch. 19. Changed from WOKY-TV.

## New Am Stations . . .

### APPLICATIONS

**Danielson, Conn.—Hyland-Hynes Bcstg. Co.**, 1590 kc, 500 w daytime. Post office address Box 581, Danielson. Estimated construction cost $16,500, first year operating cost $50,000, revenue $60,000. Principals include Pres.-Treas. **Thomas H. Hynes** (65.7%), news reporter-editor Manchester (N. H.) Union Leader Pub. Co., and Vice Pres.-Sec. **Edmund A. Cournoyer** (32.8%), radio-tv antenna repair and service. Filed Feb. 21.

**Plymouth, Mass.—Plymouth Rock Bcstg. Co.**, 1390 kc, 500 w daytime. Post office address % Robert Clark Jr., 106 Main St., Brockton, Mass. Estimated construction cost $16,415, first year operating cost $35,000, revenue $40,000. Principals include Pres.-General Manager **Joseph M. Corcoran** (51%), show salesman; Treas. **Robert G. Clark Jr.** (39%), attorney, and **Eleanor Corcoran** (10%), school teacher. Filed Feb. 21.

**Enterprise, Ore.—V. B. Kenworthy & Paul E. Walden d/b as Eastern Ore. Radio Co.**, 1340 kc, 250 w limited hours. Post office address % KODL, The Dalles, Ore. Estimated construction cost $12,070, first year operating cost $28,000, revenue $36,000. Principals include **V. P. Kenworthy** (50%), pres.-½ owner KODL The Dalles, KWRC Pendleton, Ore., and KPKW Pasco, Wash., and **Paul E. Walden** (50%), manager KODL. Filed Feb. 21.

## Existing Am Stations . . .

### ACTIONS BY FCC

**WTIM Taylorville, Ill.—Moyer Bcstg. Co.** granted request to sign off at 6 p.m. April through August. Granted Feb. 24; announced March 1.

**KCHA Charles City, Iowa—Radio Inc.** granted permission to sign off at 6 p.m. for the months March through Sept., except where carrying a special event. Granted Feb. 25; announced March 1.

**WESO Southbridge, Mass.—WESO Inc.** granted mod. of CP to change main studio location to 291 Main St. Granted Feb. 21; announced March 1.

### APPLICATIONS

**WFIG Sumter, S. C.—Radio Station WFIG Inc.** seeks CP to change from employing directional antenna day and night to night only on 1290 kc. Filed Feb. 23.

**KILL Lubbock, Tex.—Radio Station KILL Inc.** seeks CP to change from 500 w to 1 kw daytime on 1460 kc. Filed Feb. 21.

**WOKW Sturgeon Bay, Wis.—Door County Radio Co.** seeks CP to change from 1050 kc 250 w to 1260 kc 1 kw. Filed Feb. 21.

## Existing Fm Stations . . .

### ACTION BY FCC

**WRBL-FM Columbus, Ga.—Columbus Bcstg. Co.** granted CP to change ERP to 25 kw; change transmitter location to Crawford Rd., 3½ miles west of Phenix City, Ala.; antenna height above average terrain 570 ft. Granted Feb. 25; announced March 1.

## Ownership Changes . . .

### ACTIONS BY FCC

**WRUS Russellville, Ky.—Roth E. Hook & Charles W. Stratton d/b as South Kentucky Bcstg. Co.** granted voluntary assignment of license to Roth E. Hook through purchase of ¼ interest for $4,000. Granted Feb. 25.

**KCNI Broken Bow, Neb.—Custer County Bcstg. Co.** granted involuntary transfer of control (60.5%) to Georgia A. Crawford, executrix of the estate of Bud Crawford, deceased. Granted Feb. 25.

### APPLICATIONS

**KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Corp.** seeks voluntary transfer of control to Bertha Lee (50%) as heir of J. Clifford Lee, deceased. Filed Feb. 23.

**KGIW Alamosa, Colo.—Delbert Lloyd Allen,** administrator of estate of E. L. Allen, deceased, seeks voluntary assignment of license to heirs Katholeen E. Allen (50%) and Delbert Lloyd Allen (50%), d/b as Radio Station KGIW. Filed Feb. 21.

**KVRH Salida, Colo.—Heart of the Rockies Bcstg. Co.** seeks voluntary transfer of control to A. N. Wall through purchase of 1 share and mutual release of debts from Jon F. Lohmer for $1,500. Filed Feb. 24.

**WRRR Rockford, Ill.—Rock River Bcstg. Co.** seeks voluntary transfer of control to Charles R. Dickoff and 8 others through sale of all stock for $45,000. Principals include Pres. **William E. Walker** (17.3%), pres.-50% owner WNAM-WMBV-TV Marinette, Wis., pres.-36% owner WBEV Beaver Dam, Wis., pres.-10% owner Badger Tv Inc., applicant for new tv station on ch. 3 at Madison, Wis.; Exec. Vice Pres. **L. O. Fitzgibbon** (17.3%), vice pres.-general manager WRRR; Sec.-Treas. **Charles R. Dickoff** (17.3%), vice pres.-general manager-5.7% owner WBEV; Vice Pres. **John D. Harvey** (14.2%), sales manager WRRR; **William R. Walker** (13%), station manager WMBV-TV and vice pres.-5.7% owner WBEV, and **Joseph D. Mackin** (8.6%), sec.-treas.-20% owner WNAM-WMBV-TV and sec.-treas.-37.5% owner WBEV. Filed Feb. 23.

**WFUL Fulton, Ky.—Ken-Tenn Bcstg. Corp.** seeks voluntary transfer of control to Warren L. Moxley through purchase of 88.7% interest for $35,500. Mr. Moxley is former theatre operator. Filed Feb. 21.

**KICA Clovis, N. M.—KICA Inc.** seeks voluntary relinquishment of negative (50%) control by Mae Strauss through transfer of 33⅓ shares to Garfield Packard for $333 and 133⅓ shares to Frank Lesley for $1,333. Each of the above principals will now own a ⅓ interest in station. Filed Feb. 25.

**KRGA Springfield, Ore.—KRGA Inc.** seeks voluntary transfer of control to Glen M. Stadler through purchase of 75% interest from W. Gordon Allen and his wife M. R. Allen for $50,000. Mr. Stadler is station manager of KRGA. Filed Feb. 23.

**WILK Newport, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co.** seeks assignment of license to WILK Inc. No consideration involved as transfer is from sole proprietorship to corporation. Filed Feb. 24.

**KFDX Wichita Falls, Tex.—Wichtex Radio & Tv Co.** seeks voluntary assignment of license to Grayson Enterprises for $100,000. Principals include Pres. **Sidney A. Grayson** (50%), vice pres.-gen. manager KMID-TV Midland, Tex.; Treas. **Nat Levine** (25%), investments, and Sec. **Meyer Raben** (25%), auto dealer. Filed Feb. 21.

**WYVE Wytheville, Va.—A. M. Gates tr/as Wythe County Bcstg. Co.** seeks voluntary assignment of license to A. M. Gates & A. M. Gates Jr. d/b as Wythe County Bcstg. Co. Mr. Gates Sr. sells ½ interest to his son A. M. Gates Jr., general manager of the station for $25,000. Filed Feb. 21.

## Hearing Cases . . .

### INITIAL DECISION

**WAVZ New Haven, Conn.-Bay Shore, N. Y.**—FCC Hearing Examiner William G. Butts issued initial decision looking toward denial of the applications of Key Bcstg. System Inc., for a new am station on 1300 kc, 1 kw, DA, daytime only, in Bay Shore, N. Y., and The WAVZ Bcstg. Corp. to change facilities of station WAVZ New Haven, Conn., from 1260 kc, 1 kw, daytime only, to 1300 kc, 1 kw, unlimited time, DA-N. Action Feb. 24.

## OTHER ACTIONS

**Low-Power Tv—FCC on petition of RETMA** extended from Feb. 25 to April 1 the time for filing comments in the matter of amendment of Part 3 of the rules concerning television broadcast service to authorize the operation of low-power television broadcast stations and the date for filing replies to such comments was extended to April 18. Action Feb. 26.

**WAKU Latrobe, Pa.; Campbell; Salem, Ohio**—FCC Comr. Rosel H. Hyde granted petition of Sanford A. Schafitz to dismiss bid for new am station on 1570 kc, 250 w daytime at Campbell, and petition of Myron Jones for removal of his identical bid from hearing, also removed from hearing docket bid of WAKU to change from 250 w to 1 kw. Action Feb. 23; announced Feb. 24.

**Private Microwave Systems**—FCC announced that a meeting of representatives of Government and industry will be held at 10 a.m. on Monday, March 14, in Room 1086 Temporary T Building, 14th Street and Constitution Avenue, N.W., Washington, D. C., to discuss possible rules for regular licensing of private microwave systems. Action Feb. 28.

# Routine Roundup . . .

## February 24 Decisions

### ACTIONS ON MOTIONS

**By Hearing Examiner James D. Cunningham on Feb. 23**

Denied motion of Massachusetts Bay Telecasters Inc., applicant for ch. 5 in Boston, Mass., to amend its application and for other relief, and motion of four remaining applicants to reopen the record in this proceeding (Docket 8739 et al.).

**By Hearing Examiner Annie Neal Huntting on Feb. 23**

**WAPF McComb, Miss., Southwestern Bcstg. Co. of Miss.**—Directed all parties or their attorneys to appear for a pre-hearing conference on March 4 in re application (Docket 11251; BP-9480).

**WSDR Sterling, Ill., Blackhawk Bcstg. Co.**—Directed all parties, or their attorneys, to appear for a further pre-hearing conference on March 21, in re application (Docket 11146; BP-9258).

**Newburyport, Mass., Theodore Feinstein**—Directed all parties or their attorneys, to appear for a second pre-hearing conference on March 16, in re application (Docket 11141; BP-9027).

**By Hearing Examiner John B. Poindexter on Feb. 18**

**KGUL-TV Galveston, Tex., Gulf Tv Co.**—Ordered that depositions requested by Houston Consolidated Tv Co., be taken during week of March 8-12 and completed and filed with the Secretary of the Commission on or before March 22; that Gulf, at its election, take rebuttal depositions during week March 14-19, inclusive, to be completed and filed with the Secretary of the Commission on or before March 22, and further hearing to be held March 28 in re (Docket 11207).

**By Hearing Examiner Thomas H. Donahue**

Upon oral request of St. Louis Telecast Inc., et al, applicants for ch. 11 in St. Louis, Mo., ordered the record in this proceeding reopened to receive in evidence a stipulation, signed by all parties, dated Feb. 14, covering all facts sought to be adduced by the parties under an issue inserted for determination in this proceeding by Commission Memorandum Opinion and Order of Dec. 2, and the record was thereupon closed. (Action of Feb. 23).

**Phil Bird, Lawton, Okla., Lawton Bcstg. Co.**—The Examiner, on his own motion, continued indefinitely the hearing scheduled for Feb. 23, in re am applications (Dockets 10911, 10959). (Action taken Feb. 21).

## February 24 Applications

### ACCEPTED FOR FILING

**Application Returned**

**WFIG Sumter, S. C., Radio Station WFIG, Inc.**—Construction permit to change from employing Directional Antenna night and day (DA-2) to Directional Antenna for night use only (DA-N) (1290kc).


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**Modification of CP**

**WRBS (FM) Bay Shore, N. Y., Great South Bay Bcstg. Co.**—Modification of construction permit (BPH-1873, which authorized new fm station) for extension of completion date (BMPH-4982).

**Remote Control**

**WCPS-FM Tarboro, N. C., Coastal Plains Bcstg. Co.**—Operation by Remote Control from Edgecomb Bank Building, Main Street, Tarboro, N. C. (BRCH-126).

**Modification of CP**

**WITV (TV) Ft. Lauderdale, Fla., Gerico Investment Co.**—Mod. of CP (BPCT-994) as mod., which authorized new tv station to extend completion date to 9-30-55 (BMPCT-2879).

**KGMB-TV Honolulu, Hawaii, Hawaiian Bcstg. System Ltd.**—Mod. of CP (BPCT-1004) as mod., which authorized new tv station to extend completion date to 9-1-55 (BMPCT-2877).

**KONA (TV) Honolulu, Hawaii, Radio Honolulu Ltd.**—Mod. of CP (BPCT-984, as mod., which authorized a new Comm. tv station) to extend completion date to 9-1-55. (BMPCT-2876).

**WHAM-TV Rochester, N. Y., Stromberg-Carlson Co.**—Mod. of CP (BPCT-960) as mod., which authorized changes in facilities of existing tv station to extend completion date to 6-1-55 (BMPCT-2878).

**KRMA-TV Denver, Colo., School District No. 1**—Mod. of CP (BPET-30) as mod., which authorized new educational tv station to extend completion date to 1-1-56 (BMPET-64).

## February 25 Decisions

### ACTIONS ON MOTIONS

**By Hearing Examiner William G. Butts**

**Wellsville, N. Y., Radio Services of Wellsville**—Granted motion to exchange exhibits on April 1, hearing date extended from March 15 to April 18, and a further conference shall be held on April 6, re application for a new am station (Docket 11186). (Action of Feb. 24).

**Paducah, Ky., Columbia Amusement Co.**—Granted motion for extension of time from Feb. 25 to March 4 in which to file proposed findings in re application for ch. 6 (Dockets 10875-76). (Action of Feb. 23).

**By Hearing Examiner Fanney N. Litvin on Feb. 24**

**Chief Broadcast Bureau**—Granted request for continuance of hearing conference in re application of WOPA Oak Park, Ill. (Docket 11163), from 10 a.m. to 2 p.m. on March 1.

## February 28 Appplications

### ACCEPTED FOR FILING

**Modification of CP**

**WDAS Philadelphia, Pa., Max M. Leon Inc.**—Modification of construction permit (BP-8508) as modified, which authorized change in frequency, increase power, install new transmitter and directional antenna for day and night use (DA-2) and change transmitter location for extension of completion date (BMP-6780).

**Renewal of License**

**WLAQ Rome, Ga., News Pub. Co.**—(BR-1512).

**WRPB Warner Robins, Ga., Warner Robins Bcstg. Co., H. Lee Miller, D. L. Fountain and W. T. Giles**—(BR-3048).

**Remote Control**

**WMOR Morehead, Ky., Morehead Bcstg. Co., W. J. Sample, Robert S. Bishop, Claude L. Clayton and Roy Cornette**—(BRC-661).

**KPLC Lake Charles, La., Calcasieu Bcstg. Co.**—(BRC-663).

**WNAU New Albany, Miss., Vernon K. Wroten and Wynez Wroten, d/b as New Albany Bcstg. Co.**—(BRC-667).

**KDEF Albuquerque, N. M., KDEF Bcstg. Co.**—(BRC-668).

**WCBT Roanoke Rapids, N. C., WCBT Inc.**—(BRC-666).

**WCPS Tarboro, N. C., Coastal Plains Bcstg Co.**—(BRC-665).

**WMRF Lewistown, Pa., Lewistown Bcstg. Co.**—(BRC-664).

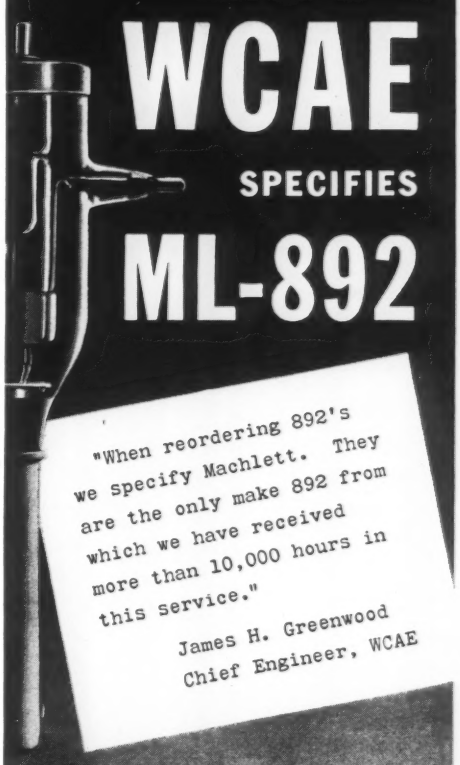
**WJOT Lake City, S. C., Lake Bcstg. Corp**—(BRC-660).

**KMHT Marshall, Tex., Marshall Bcstg. Co.**—(BRC-662).

**Renewal of License Returned**

**WMFC Monroeville, Ala., William M. Stewart and James H. Faulkner d/b as Monroe Bcstg. Co.**—(BR-2712).


WCAE SPECIFIES ML-892



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**Modification of CP**

**KFIA (TV) Anchorage, Alaska, Midnight Sun Bcstg. Co.**—Mod. of CP (BPCT-1710) as mod., which authorized new tv station to extend completion date to 9-1-55 (BMPCT-2881).

**WBCK-TV Battle Creek, Mich., Michigan Bcstg. Co.**—Mod. of CP (BPCT-1807) as mod., which authorized replacement of CP (BPCT-1076) as mod., for new tv station to extend completion date to 9-1-55 (BMPCT-2880).

## March 1 Decisions

**BROADCAST ACTIONS**

**By the Broadcast Bureau**

**Actions of Feb. 25**

**Granted License**

**WDOK-FM Cleveland, Ohio, Civic Bcstrs. Inc.**—Granted license for fm broadcast station; ch. 271 (102.1 mc), 9.93 kw, U (BLH-1019).

**WEWS (TV) Cleveland, Ohio, Scripps-Howard Radio Inc.**—Granted license covering changes in facilities of tv broadcast station (BLCT-247).

**Modification of CP**

The following were granted extensions of completion dates as shown: WHAM-TV Rochester, N. Y., to 9-1-55; KRMA-TV Denver, Colo., to 9-1-55; KONA (TV) Honolulu, Hawaii, to 9-1-55; KGMB-TV Honolulu, Hawaii, to 9-1-55; WITV (TV) Ft. Lauderdale, Fla., to 9-1-55; WRBS Bay Shore, N. Y., to 5-28-55; KBAM Longview, Wash., to 6-30-55; KAUS Austin, Minn., to 6-1-55, cond.; WTOW Towson, Md., to 6-15-55; WHAT Philadelphia, Pa., to 3-15-55; WICH Norwich, Conn., to 7-1-55.

**Actions of Feb. 24**

**Remote Control**

**WCPS-FM Tarboro, N. C., Coastal Plains Bcstg. Co.**—Granted authority to operate transmitter by remote control.

**Actions of Feb. 23**

**Granted License**

**WEAU-TV Eau Claire, Wis., Central Bcstg. Co.**—Granted license for tv broadcast station, ch. 13 (BLCT-241).

**WMUR-TV Manchester, N. H., The Radio Voice of New Hampshire Inc.**—Granted license for tv broadcast station, ch. 9 (BLCT-243).

**Modification of CP**

The following were granted extension of completion dates as shown: WHAT-FM Philadelphia, to 3-15-55; WTVM (TV) Muskegon, Mich., to 9-1-55; WHP-TV Harrisburg, Pa., to 9-1-55; WLBC-TV Muncie, Ind., to 9-1-55; WKAB-TV Mobile, Ala., to 9-1-55; KMID-TV Midland, Tex., to 9-1-55; KLTV (TV) Tyler, Tex., to 9-1-55; WSEE (TV) Erie, Pa., to 9-6-55; WKJF-TV Pittsburgh, Pa., to 9-1-55; WFBM-TV Indianapolis, Ind., to 9-1-55; KUSH San Diego, Calif., to 8-23-55.

**Actions of Feb. 21**

**Granted License**

**WNBK (TV) Cleveland, Ohio, National Bcstg. Co.**—Granted license covering CP (BPCT-943) as mod. which authorized change in facilities and description of transmitter location to 6600 Broadview Road, Parma, Ohio; ERP: vis. 100 kw, aur. 50 kw (BLCT-249).

**WNBQ (TV) Chicago, Ill., National Bcstg. Co.**—Granted license to cover CP (BPCT-1432) as mod. which authorized changes in facilities; ERP: vis. 100 kw, aur. 50.1 kw; antenna 710 feet (BLCT-238).

**WHCI Hartford City, Ind., School City of Hartford City, Indiana & Hartford Assn.**—Granted license for noncommercial educational fm broadcast station (BLED-167).

**Modification of CP**

The following were granted extensions of completion dates as shown: WINA-FM Charlottesville, Va., to 4-30-55; WBLK Clarksburg, W. Va., to 8-28-55; WHIZ Zanesville, Ohio, to 6-6-55, condition.

**Action of Feb. 18**

**Modification of CP**

**WLDB Atlantic City, N. J., Atlantic City Bcstg. Co.**—Granted Mod. of CP to specify studio location and operate transmitter by remote control from this point and make changes in antenna system (BMP-6772).

**Action of Feb. 11**

**Remote Control**

**WDBQ-FM Dubuque, Iowa, Dubuque Bcstg. Co.**—Granted authority to operate transmitter by remote control.

## March 1 Applications

**ACCEPTED FOR FILING**

**Remote Control Returned**

**KNET Palestine, Tex., Palestine Bcstg. Corp.**—(Remote control point not clear.)

**Renewal of License**

**WRFS-FM Alexander City, Ala., Piedmont Service Corp.**—(BRH-498).

**WKRG-FM Mobile, Ala., Kenneth R. Giddens et al. d/b as Giddens & Rester Radio**—(BRH-298).

**KBTM-FM Jonesboro, Ark., Harold E. King & Helen W. King d/b as Regional Bcstg. Co.**—(BRH-532).

**License for CP**

**WBAP-FM Fort Worth, Tex., Carter Pub. Inc.**—License to cover CP (BPH-1929) as mod. which authorized changes in licensed station (BLH-1033).

**WIAN (FM) Indianapolis, Ind., The Board of School Commissioners of the City of Indianapolis**—License to cover CP (BPED-246) as mod. which authorized new educational station (BLED-165).

**Application Returned**

**Spruce Pine, N. C., Toe River Valley Bcstg. Co.** (% Tom N. Cooper, RFD #1, Box 20-B, Spruce Pine, N. C.)—CP for new standard station on 1470 kc, 1 kw, daytime hours only. Exhibits dated after Section I.

**Modification of CP**

**WNEX-TV Macon, Ga., Macon Television Co.**—Mod. of CP (BPCT-1247) as mod. which authorized new tv station to extend completion date (BMPCT-2882).

## March 2 Decisions

**ACTIONS ON MOTIONS**

**By Hearing Examiner James D. Cunningham on Feb. 28**

**Boston, Mass., WHDH Inc.**—On joint motion of WHDH and other applicants, extended from March 4 to March 18 the final date for filing proposed findings by each applicant in re ch. 5 (Dockets 8739 et al.); and continued hearing conference scheduled for March 11 to March 25. At this conference the examiner will announce a new schedule of dates for filing briefs and other documents.

**Chief Broadcast Bureau**—Granted petition for continuance of hearing in re applications of WMID Atlantic City, N. J. (Dockets 11045-46), from March 1 to March 22.

**By Hearing Examiner Annie Neal Huntting on Feb. 25**

**WAPF McComb, Miss., Southwestern Bcstg. Co. of Miss.**—On petition of applicant, continued prehearing conference now scheduled for March 4 to March 10 (Docket 11251).

**By Hearing Examiner Basil P. Cooper on Feb. 28**

Upon agreement by all parties, rebuttal findings and conclusions on behalf of each applicant in proceeding re ch. 13, Indianapolis, Ind. (Docket 8906 et al.), shall be filed on or before April 7; counsel for all parties except WIBC, may file joint motion to correct the record on or before April 7 (WIBC filed such motion Feb. 22); and the date for filing rebuttal findings and for additional motions to correct the record is April 7.

**By Hearing Examiner Hugh B. Hutchison on Feb. 28**

**Dallas, Tex., Texas Star Bcstg. Co.; KTRH Houston, Tex.**—Gave notice of a prehearing conference to be held March 8, in re applications for am facilities (Dockets 8258, 8753).

## March 2 Applications

**ACCEPTED FOR FILING**

**Modification of CP**

**WSYD Mt. Airy, N. C., Mt. Airy Bcstrs. Inc.**—Mod. of CP (BP-8853) as modified, which authorized increase power, change hours of operation, change type transmitter, change transmitter location and make changes in the antenna system for extension of completion date (BMP-6788).

**WNRG Grundy, Va., Virginia-Kentucky Bcstg. Co.**—Mod. of CP (BP-8919) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6785).

**Remote Control**

**WCCP Savannah, Ga., Dixie Bcstg. Co.**—(BRC-670).

**WKCT Bowling Green, Ky., The Daily News Bcstg. Co.**—(BRC-672).

**KCIJ Shreveport, La., Southland Bcstg. Co.**—(BRC-669).

**WKBH La Crosse, Wis., WKBH Inc.**—(BRC-671).

**License for CP**

**KPLA (FM) Los Angeles, Calif., Don C. Martin tr/as School of Radio Arts**—License to cover construction permit (BHP-1105) as modified which authorized new fm station (BLH-1034).

**WKIP-FM Poughkeepsie, N. Y., Dutchess County Bcstg. Corp.**—License to cover CP (BPH-1988) which authorized new fm station (BLH-1035).

**Renewal of License**

**WDSU-FM New Orleans, La., WDSU Bcstg. Corp.**—(BRH-635).

**KWKH-FM Shreveport, La., International Bcstg. Corp.**—(BRH-596).

**KRMD-FM Shreveport, La., T. B. Lanford et al. d/b as Radio Station KRMD**—(BRH-666).

**Modification of CP**

**WICC-TV Bridgeport, Conn., Southern Connecticut and Long Island Television Co.**—Mod. of CP (BPCT-944) as mod., which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2887).

**WJBK-TV Detroit, Mich., Storer Bcstg. Co.**—Mod. of CP (BPCT-662) as mod., which authorized changes in facilities of existing tv station to extend completion date to 5-1-55 (BMPCT-2890).

**WBNS-TV Columbus, Ohio, The Dispatch Printing Co.**—Mod. of CP (BPCT-1884) which authorized changes in facilities of existing tv station to extend completion date to 9-1-55 (BMPCT-2888).

**KGBT-TV Harlingen, Tex., Harbenito Bcstg. Co.**—Mod. of CP (BPCT-1071) as mod., which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2891).


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## RADIO

### Help Wanted

*Managerial*

**Manager**—top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 363G, B•T.

**Sales manager** for Richmond, Virginia, market. Real opportunity for an aggressive, sales minded man. Send detailed resume, photo and sales record to Box 617G, B•T.

*Salesmen*

**Florida**—experienced man, draw against 15%. Box 661F, B•T.

**Wanted: Salesman** or woman. Big pay, large percentage. Write Box 847F, B•T.

**Experienced salesman and play-by-play sportscaster. Exceptionally good deal net. affiliate, single station market. Details first letter. Box 341G, B•T.**

**Salesman with** imagination for major southeastern market. Aggressive operation. Top network. Guaranteed draw. Competitive but good market. Our staff advised of this ad. Box 490G, B•T.

**Salesman wanted** for one of the South's fastest growing radio stations. We are looking for a man who wants to settle in a good community for the rest of his life. Send full details to Box 549G, B•T.

**Experienced** salesman for good, rural market near Washington, D. C. Car essential. Good, permanent opportunity for right man. Send complete details to Box 583G, B•T.

**Salesman — excellent** opportunity, percentage based on volume—up to 30%. Contact Manager, KASI, Ames, Iowa.

**Going 5000** watts. Position open radio salesman, also radio salesman with first phone, and announcer-engineer. Experienced personnel only. Send photo, references. KCHJ, Delano, California.

**Salesman** with experienced radio sales know-how, good salary plus liberal percentage, quick promotion for top producer with drive. 1000 watt, regional, day-time—well accepted, 30 miles from Detroit. Prefer team, wife traffic and commercial copy. Send complete particulars WDOG, 316 Michigan, Detroit 26, Michigan.

**Salesman—unusual** opportunity for live wire men to sell radio and television advertising. Must be above average in ability, have car and be willing to travel extensively. If you are satisfied earning less than $12,000 a year do not apply. Southern Advertising Associates, 719 Stallings Building, Birmingham 3, Ala.

*Announcers*

**1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.**

**Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.**

**We want a** live one! Entertaining air salesman who can sell everyone. Must have ability to do a job that needs fresh approach. Family man desirable. State age, experience. Send tape. Salary open. Liberal benefits for right man. Illinois kilowatt in industrial-farm center. Box 485G, B•T.

**Help wanted:** 50 kw station looking for mail pull DJ with rural small station background. No city slickers need apply. Send tape, background, first letter. Box 517G, B•T.

**Announcer**—some experience for Pennsylvania independent. Good voice. If you are cooperative and can follow station policy write to Box 534G, B•T.

**Announcer—salesman.** 15% commission, against $75 draw. Excellent opportunity in growing, Florida MBS station. Box 597G, B•T.

**Hard selling** disc jockey for one of America's great independents. Must have solid background of proven performance. Box 612G, B•T.

## RADIO

### Help Wanted—(Cont'd)

**Experienced announcer** needed for morning shift. Radio KCOL, Fort Collins, Colorado.

**Top-flight** announcer, preferably first phone. WCOG, Greensboro, N. C.

**Sports announcer** wanted: Experienced man who can pull regular staff shift and also do play-by-play sports and special events. Send full details including audition tape to Ed Damron, Manager, WSSC, Sumter, S. C. This is a permanent position—no floaters of prima-donnas need apply.

**1kw independent** has opening for experienced announcer-engineer with first ticket who can shoulder station manager's job. Good pay, liberal working conditions, marvelous opportunity for advancement to good worker. Replies confidential. Send to James Hilderbrand, WTIM, Taylorville, Illinois.

**Announcer, first** phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

**Wanted—combo,** first ticket, strong on announcing. Full particulars, tape, photo, salary, references. Write Box 59, West Bend, Wisconsin.

*Technical*

**First phone engineer** kilowatt daytime in eastern North Carolina. No announcing. Good working conditions. Top salary. Box 561G, B•T.

**Immediate opening** for salesman in west Texas market. Some announcing preferred but not essential. Contact Tom Huksey, KTUE, Tulia, Texas.

**Need chief** engineer who can do some announcing. Announcing and engineering must be good. If you are a good combo man and ambitious to become chief apply at once. All new equipment, good pay. Pleasant working conditions. Paul E. Reid, WCEH, Hawkinsville, Ga.

**Chief engineer.** Must be experienced. Good salary. Permanent position. Radio Station WMJM, Cordele, Ga.

*Programming-Production, Others*

**A tan for jan**—here's your man! Manager Florida 250 MBS needs receptionist copy, general-office girl. 21-30 years. Experience preferred. Box 598G, B•T.

**Outstanding Carolina** station is seeking radio experience and talented woman to serve as traffic, continuity and woman's program director. Excellent opportunity and top pay. Send full information. WBBO, Forest City, N. C.

### Situations Wanted

*Managerial*

**Sales manager** or sales-minded station manager available immediately. Background of thorough experience. Outstanding record in personal sales and supervision. Mid-forties, married, stable. Out of radio past few years, now seek return to am field with established station where sound, aggressive (not pressure) production will mean good earnings, congenial surroundings. Go anywhere but interested only in long haul. Box 340G, B•T.

**Manager or** sales manager, excellent background, experience and references. Available about May 1. Prefer west or southwest. Box 455G, B•T.

**Manager or** sales manager experienced in all phases of am operations, ability to construct station or put new life into your present operation. Know net or indie, small town or metropolitan. Money making ideas. Box 467G, B•T.

**Manager—experienced. 24 years radio and tv. Now available. Excellent references. Box 468G, B•T.**

**General manager,** am-tv, seeking advancement, same station seven years, proven sales record, both locally and nationally. References. Box 530G, B•T.

## RADIO

### Situations Wanted

**Successful program** director—first class engineer—country and pop DJ to manage small town station. Cool head—steady—reliable. Now earning $115 week. Box 533G, B•T.

**Experienced** general manager—excellent record in good management, station construction and chief engineer. Tops in sales, promotion and programming. Young, sober, ambitious, good character, family man. Will manage old operation or build and manage new operation. Box 548G, B•T.

**Manager**—15 years radio experience, presently assistant manager-program director. Stable personable, capable of sparking staff to best sales and production performance. Box 557G, B•T.

**Manager or** commercial manager available May 1. Am leaving WJOL, Joliet, April 1. Have been general manager six years. Am leaving because new ownership is taking over active management of station. Prefer to locate in Midwest. Joseph J. Garvey, WJOL, Joliet.

*Salesman*

**Experienced salesman.** Excellent references. Married. Seeking improvement in progressive station. Box 501G, B•T.

**Sales . . . news** . . . continuity . . . management . . . Percentage plus guarantee. Complete experience. Details available . . . or will make personal visit. Prefer Illinois, neighboring states or south. No large cities. Box 550G, B•T.

**Sales or management** position in Piedmont North or South Carolina. Experienced all phases radio. Interview. Box 572G, B•T.

**Salesman:** Available at once. . . . A thoroughly experienced, aggressive, intelligent, salesman with excellent background in both radio and tv national sales and station management. Excellent contacts with national advertisers, agencies and networks. Thoroughly familiar with rep firm operations. Excellent appearance, single, moves in best of circles in advertising field. Will consider any offer in radio, tv or representative business. Interested primarily in New York City area but will consider your proposition. Can furnish a reference list that will convince you this is the find of the year. Box 588G, B•T.

*Announcers*

**Baseball announcer, 7 years experience, excellent voice, finest of references. Box 266G, B•T.**

**Good play-by-play.** 5 years experience. A or AA baseball with college football and basektball tie-in. Former athlete; excellent background and references. Box 441G, B•T.

**Announcer** — disc jockey — personality. Seven years experience. Married, sober, dependable. No floater. Currently employed with top ratings. Desire larger market. Will travel. Box 452G, B•T.

**Top DJ,** hot market. Seeks Illinois opening. Definite asset am or tv. Not a character. Box 526G, B•T.

**Staff announcer:** Presently employed, 3 years experience, vocalist, instrumentalist, personality. Box 535G, B•T.

**Sportscaster**—play-by-play experience all sports. Will travel. Tapes available. First ticket. Box 540G, B•T.

**Announcer-newsman** . . . presently employed. Prefer middle Atlantic states. Box 547G, B•T.

**Sports announcer**—director, experienced. Need a play-by-play man for the '55 baseball season? Have suitcase will travel. Details write, wire, Box 554G, B•T.

**Announcer** — strong news — good DJ — excellent commercials. Single—college grad—vet—travel and relocate. Tape and resume. Box 556G, B•T.

**Announcer.** First class license. Good voice. Experienced. Box 558G, B•T.

**Announcer. Experienced**—strong on news, hillbilly, gospel, popular music. Family man. Presently employed. Will relocate anywhere with future. Excellent references. Box 562G, B•T.

**Experienced announcer,** 30, fine voice, wishes permanent relocation good station. Married, degree, dependable. $80 minimum. Tape available. Box 564G, B•T.

**Deejay—announcer,** experience, seeking job with future, married, veteran, will travel, tape. Box 566G, B•T.

**Major markets** only. Successful top-rated disc jockey. Strict commercial style. Proven sales record. Percentage or good talent. Box 568G, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**No substitute** for experience. Ten years announcing. Radio-tv guarantee results for you. Available now. Box 571G, B•T.

**Announcer,** eighteen months small station experience. 3rd ticket, single, sober, 21. Southeast. Box 573G, B•T.

**Announcer:** General staff. Ambitious, dependable family man, limited experience, prefer midwest or south. Box 574G, B•T.

**Experienced announcer** available. All phases broadcasting; cross board operation, newscasts, commercials, DJ. Pleasing voice and personality. Box 576G, B•T.

**Versatile disc** jockey wishes job within 100 miles radius of New York City. Available immediately. Box 577G, B•T.

**Sports director** 5000 watt network wants to relocate due to management change. 8 years experience, radio and television. Married, family. Prefer Minnesota or Iowa but will consider all offers. Box 579G, B•T.

**Announcer,** first class engineer, or combo. Six months, Armed Forces Radio Service. Projectionist, amateur photographer and actor. Negro. Family man. Box 584G, B•T.

**Announcer, negro.** Terrific disc jockey presentation. Some experience. Tape available. Box 585G, B•T.

**Experienced negro** staff announcer. DJ. Strong commercial. Fluent Spanish. Single. Cosmopolitan voice. 3rd ticket. Tape on request. Box 586G, B•T.

**Announcer, mature,** reliable. Excellent on commercials. Strong news. Good DJ. Engaging personality. Tape. Box 591G, B•T.

**Baseball,** all sports, experienced, immediate, permanent. Vet., college grad. Car. Box 593G, B•T.

**Experienced,** versatile announcer with excellent references. Five years radio, two years tv in eastern metropolitan market. Will accept "right" position. Age 25. All offers considered. Resume, disc, photo on request. Box 594G, B•T.

**Top DJ, news,** sports. Experienced. College graduate. Available May 21st. Prefer east. Disc. Box 596G, B•T.

**Authoritative news,** strong commercials, pleasing voice. Thoroughly trained. Also public relations. Tape. Box 599G, B•T.

**Staff announcer,** personality dee jay, news and control board operations. Light experience. Free to travel. Box 600G, B•T.

**Announcer:** Good news—commercial—DJ. Some experience—vet—tape will tell. Gregory 1-6750, Clifton, New Jersey. Box 601G, B•T.

**Top staff voice**—DJ. Heavy sportscasting and play-by-play. Tapes available. Former minor league umpire. Box 602G, B•T.

**Announcer:** 2 years, strong news and commercial delivery, veteran. Box 604G, B•T.

**Staff—heavy news**—selling commercial—DJ. Light experience. Forrest 7-7828, Bridgeport, Conn. Box 605G, B•T.

**Experienced** staff man, mainly DJ, news, some sports, special events. Tape. Box 606G, B•T.

**New radio** personality available. Third class ticket. Prefer south or southwest, DJ, sports, farm. Excellent training. For details write Box 607G, B•T.

**All-around staff** announcer. Strong on news, commercials, heavy duty sports. Friendly DJ style. Community conscious. 3rd class ticket. Interested in small station with good future. Best of references. Tape upon request. Box 608G, B•T.

**Midwestern** graduate. Handle board, news, DJ, copywriting, all phases. Desires position as announcer. Professional show business background. Tape and resume on request. Gus L. Christie, 624 West Aldine Ave., Chicago, Illinois.

**Staff announcer,** 25, married, veteran, strong news, DJ. Opportunity more important than salary. Walt Dimaria, 14 North Washington Street, Tarrytown, New York. After 5 p.m. TA 4-0068.

**Personality country DJ** and recording artist of national recognition. Presently employed in radio and tv. Network background. Top references. Mr. Country DJ 1954. Available with or without band. . . . Clay Eager, 200 W. Wayne, Lima, Ohio. Call 8-1621.

## RADIO

### Situations Wanted—(Cont'd)

**Baseball,** play-by-play, DJ, versatile, 2 years experience, 28, married, vet, reliable, employed, good references, phone 3101 between 1 p.m. and 3:00, Pete Franklin, WRCS, Ahoshie, North Carolina.

**All around** experienced staff man. News, DJ shows, special events. Above average commercial delivery. Will travel. Call or write, Eldon Q. Johnson, 401 W. North Street, Danville, Ill., 6-2975W.

**Versatile announcer**—strong on news, sports, commercials. Program minded. Two years experience employed as morning man. Desire return middle Atlantic states area for permanent position. 28, family. Tape, resume, references on request. Ken Johnston, 501 E. Third, Crosset, Arkansas.

**Announcer**—married—heavy news, commercial, play-by-play. Relocate. Tape. Bob Mann, % Mrs. R. Schwartzman, 1750 Grand Avenue, Bronx 53, New York. Phone: LUdlow 7-2975 after 6.

**Attention all** station: Available April first—deejay—third ticket—emceed network show—sports—special events. Contact Chris Martin, Box 28, Logan, West Virginia. Phone: 2248-R.

**Recent MBS** graduate desires announcing position. Strong on news, commercials and music. Audition tape, photo and resume on request. Will travel. Ralph Schmuelgen, 1813 Cuyler Avenue, Berwyn, Illinois.

**Announcer** — experienced — news, DJ, relaxed commercials. Married, veteran, available immediately. Bill Steele, 146-19 Jasmine Avenue, Flushing 55, New York.

**Announcer DJ**—6 years—26—A national speech champion (1946). A voice that will sell and appeal. Best references and background. Will accept summer replacement. Jim Titus, 1215 3rd Street, S.W., Canton 11, Ohio.

**Announcer-console** operators. General staff. Midwestern, 228 S. Wabash Ave., Chicago, Wabash 2-0712.

#### *Technical*

**Engineer,** presently chief, wants position in home state, Florida. Experienced all phases radio. Announcing. Veteran. Box 529G, B•T.

**Engineer,** 1st phone, xmtr, studio, recordings and remotes. Box 543G, B•T.

**Engineer—good** practical engineer. Many years am experience, construction, maintenance and operation. Experience in doherty amplifiers and directionals. Desires permanent position with progressive organization. Box 546G, B•T.

**1st class** engineer. Currently chief of 250 watt midwest network affiliate. Desire to relocate in far west or southeast. Family, reliable, present employer can provide references. Can do some combo. Available immediately. Box 559G, B•T.

**Engineer**—first phone, two years experience, transmitter, studio, remotes. Age 29, married. Northeastern locale preferred. Box 569G, B•T.

**Engineer,** 1st class license, 7 years experience, employed, married. Permanent job desired. Not combo man. Preferably around Piedmont, North Carolina. Box 578G, B•T.

**Engineer,** first phone, employed at present by 250 watt station; would like to progress to larger outfit. Prefer northeast. Box 614G, B•T.

#### *Production-Programming, Others*

**Good copy-man!** Five years experience in continuity, traffic and announcing. Radio and tv background. Excellent references. Looking for permanent position with good pay and chance for advancement. Prefer Florida. Box 551G, B•T.

**Program director** available for independent operation that still likes radio. Ten years experience. Box 552G, B•T.

**Newsman**—ten years radio. Legwork, rewrite, authoritative radio-tv delivery. Box 553G, B•T.

**Copywriter,** with versatility, initiative, dependability, common sense. Feminine gender. Prefer south. Box 570G, B•T.

**"Local news** is the most important service a station can offer." Newsman specializing in local news seeks larger southern market. Not a "boomer," have proven record and better than usual references. Presently hold responsible job in "competitive market." Box 609G, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Attention west** coast: Thoroughly experienced program director, engineer, announcer desires permanent, repeat, permanent location. Family wants to return west to stay. Ideal triple threat man for small operation. $7,500 minimum. Shulman, care general delivery, Shullsburg, Wisconsin.

## TELEVISION

### Help Wanted

#### *Salesmen*

**Outstanding tv** sales opportunity. We're looking for that 1-in-a-1000, aggressive young television time salesman to grow and prosper with one of America's most respected tv (vhf-CBS), newspaper and radio operations. He'll be set up on an attractive commission arrangement with an opportunity for substantial earnings in a dynamic, 100,000 population, midwest community. If you have ambition, imagination, drive and radio or tv experience—if you want to move ahead with a wide-awake team—write immediately outlining your background and qualifications. Box 539G, B•T.

#### *Announcers*

**Dominant** vhf television-radio operation, large deep south city auditioning for top draw announcer, who can do both tv and radio. Send us your story and we'll telephone you if you look good. Box 615G, B•T.


# HELP!

**If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.**

- **Announcers** (Tv & Radio)
- **Camera Men**
- **Continuity Writers** (Tv & Radio)
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (Tv & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

**Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete** background data.

**NORTHWEST RADIO & TELEVISION SCHOOL**

**1221 N.W. 21st Avenue**

**Portland 9, Oregon**

**with schools in**

**HOLLYWOOD • CHICAGO • PORTLAND**

# TELEVISION

## Help Wanted—(Cont'd)

**Studio technical** personnel for television and radio operation in a midwestern metropolitan market. Good starting salary with periodic increases. Very best equipment and excellent employee relationship. State education, experience, draft classification, and provide a snapshot. Reply Box 453G, B•T.

**Engineer:** First class, vhf opening with medium size station in upper midwest. State all qualifications and enclose picture with application. Box 481G, B•T.

**Tv transmitter** engineer—experienced, capable of operation and maintenance of 50kw high band equipment. Want man with confidence of own ability, to take charge of transmitter facility. State salary desired. Available April 1, 1955. Box 537G, B•T.

*Programming-Production, Others*

**A large midwestern** television station has opening for an experienced film director. Send resume and photo to Box 512G, B•T.

**Old established** vhf in northeast offers good pay and working conditions to woman for one half hour daily cooking show. Send background information to Box 531G, B•T.

**Promotion manager**—east coast vhf. Seeking creative experienced promotion director, am-tv. Send complete resume. Box 563G, B•T.

## Situations Wanted

*Managerial*

**Manager** or assistant. 25 years radio and tv. Family man. References. Box 469G, B•T.

**Successful** tv-radio executive desires opportunity in south. Mature family man. 20 years experience. 7 years tv. Program, production, operation—managerial capacity. Now operations manager major metropolitan tv station. Resume, photo and top industry references on request. Box 532G, B•T.

**Prefer local** or regional sales management or sales. Two years tv experience sales, production, direction, medium markets, south and midwest. Public relations background. Family. Age 34. Available immediately. Box 575G, B•T.

*Salesman*

**2 years sales development department** leading station representative. 1½ years previous agency experience. Age 28, college graduate, veteran. Can bring national point of sales experience to bear upon station promotion. Box 580G, B•T.

*Announcers*

**Radio-television** announcer-copywriter. Five years experience. Single, car. I. U. grad. For past four months creator, writer, producer, director of highly commercially-successful television deejay show. Available immediately. Box 592G, B•T.

*Technical*

**Technician:** Am, fm, tv experience. 18 months vhf-tv transmitter maintenance. Prefer east. Box 286G, B•T.

**Tv engineer** desires supervisory position. Five years experience in all phases xmtr, studio and remote operation and maintenance plus one year am xmtr. Have done construction. Excellent references. Box 459G, B•T.

**Am/tv engineer, 4** years network tv and radio, 10 electronic. All phases, studio, transmitter, combo. Desire permanent position. Box 470G, B•T.

**Engineer, 1st phone,** xmtr, micro-wave, switcher, camera, no film. Permanent only. Box 544G, B•T.

**Tv cameraman**—film tech. Experienced in live and film productions, desire position in station with good market; excellent references. Free to travel. Box 565G, B•T.

**Tv engineer**—5 years experience. 2 DuMont studio and xmtr equipment. 3—RCA studio equipment at key net station. Married, prefer midwest area. Box 590G, B•T.

**First phone,** graduate two technical schools, qualified all phases radio and television, veteran, married, relocate anywhere, accept radio or television. Box 603G, B•T.

*Programming-Production, Others*

**Top-rated,** sponsored newscaster—colorful, distinctive. Enterprising, mature news-sense; intelligent appearance; Thoroughly Experienced: Awards; Highest references; SDX, RTNDA; ex-newspaperman; B.S.; Now ND 50 kw net. Want tv news! Box 370G, B•T.

**Television production** experience in major midwest market. Relocate—resume, recommendations, references. Box 486G, B•T.

**May dynamic** director, instrumental in organizing two stations, help you? Box 491G, B•T.

# TELEVISION

## Situations Wanted—(Cont'd)

**Tv producer-director** presently employed midwest tv station seeking greater opportunity in top tv station. Top experience and references. Box 536G, B•T.

**Motion picture** cameraman, completely equipped. Available for newsreel, commercial, production. Prefer foreign assignment. Box 545G, B•T.

**Tv copywriter.** 3 years experience metropolitan station. Thorough knowledge creative techniques; practical attention to detail and deadlines. Now employed. Box 560G, B•T.

**Experienced** gal Friday, radio continuity, traffic, desires employment in progressive station with opportunity for tv. Box 610G, B•T.

**Experienced woman** in tv continuity, traffic, desires permanent position in progressive station . . . prefer large market! Box 611G, B•T.

**The management** of WUSN-TV, Charleston, South Carolina, announces that it has available a guaranteed top-flight, hard-working film man and projectionist, as well as a highly versatile and resourceful production man for whom it would like to find a suitable position. We guarantee more than just satisfaction.

## For Sale

*Stations*

**West Coast**—500 daytimer. Independent. Exclusive in market 12,000. $14,500 down. Box 527G, B•T.

**One of America's** finest, most practical uhf television stations, for assumption liabilities of approximately $200,000, payable monthly installments. Low channel station fully equipped, on air full year. Channel exclusive in wealthy midwest city of 50,000; entire area 95% uhf conversion; station has network and now operating in black. Needs personnel supervision and promotion which absentee owner cannot give. Buyer needs no down payment, but must be financially responsible. Box 581G, B•T.

**For sale:** New England station, owner ill. Notify Box 582G, B•T.

**Florida radio** station. In fast growing east coast city, 250 watts, unlimited time, independent, reaches 82,000, excellent opportunity, $55,000. The Berg Company, Realtors, Melbourne, Florida.

**Broadcasting** school, long established, fully equipped. Making money. Owner starting radio station. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

**Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.**

**Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.**

*Equipment, Etc.*

**RCA TF5A** superturnstile. Tuned channel 5 but tunable 4 or 6. Box 492G, B•T.

**10kw RCA** fm transmitter, type BTF-10B, operating tubes, new crystals, your frequency, packed, F.O.B. Louisiana, for immediate delivery, $4,500. Box 525G, B•T.

**250 watt Tempco** am transmitter. Broadcast or ham rig use . . . priced reasonably. Must sell quick. Make offer. Box 613G, B•T.

**G.E. 250 watt fm transmitter, frequency-modulation monitor, 2 bay antenna, 165 ft. self-supported, insulated lighted Blaw-Knox tower. First reasonable offer accepted for all or part. KENO, Las Vegas, Nevada.**

**For sale:** Am transmitter RCA 250 E, 250 watts, complete with tubes. RCA limiting amplifier 86-A1. Both for $525.00, F.O.B. Temple. RCA fm transmitter BTF-1C, 1000 watts 88 to 108 megacycles. Hewlett Packard model 335-B fm monitor. Both excellent condition. Make offer. KTEM, Temple, Texas.

**300 foot Lehigh** self-supporting galvanized tower. Designed to support tv antenna. Will erect, light and paint on your site if desired. Write or call C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon. Phone: TRinity 7303.

**Seven (7)** 360 ft. uniform cross section guyed type towers. Federal Tower, Union Trust Building, Petersburg, Virginia.

**New Western Electric** RD 100 program switchers. 10 input, six channels, dual pre-set. Original price $23,000, our delivered price $4995.00. O'Brien Electric, 6514 Santa Monica Blvd., Hollywood 38, California.

**Echotape tape** recorder, broadcasting station quality, new, don't need. Miller, Box 505, Poteau, Okla.

**Custom built** am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

## Wanted to Buy

*Stations*

**Radio stations.** Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

*Equipment*

**Wanted to buy** uhf equipment. Highest cash prices paid. Box 365G, B•T.

**Wanted—tv** remote equipment, including cameras, microwave, sync generators and switching gear. Especially need truck suitable for tv remotes. Write Box 528G, B•T.

**Wanted:** Used rear screen projection equipment including screen projector—9x12 screen or larger. Please quote your best price. Box 538G, B•T.

**Wanted: Used** PT63-A Magnecorder in good running condition. Box 541G, B•T.

**Need tv 16mm** back projector, auricon, 200 feet or 1200 feet and/or moviola. Box 567G, B•T.

**Wanted one** or two RCA TP 16 projectors. Give price and condition. Box 595G, B•T.

**Wanted: 500 feet, 1⅝" air-dielectric co-ax; 500 feet 4 inch copper ground strap; 4300 feet of ¾ inch air-dielectric co-ax sampling line; 110,000 feet number 10 soft drawn copper wire (approx. 3400 lb.). RCA WX-2 field intensity meter. Contact Chief Engineer, WCOJ, Coastesville, Pa., 2100.**

**Surplus RCA** studio or field camera chain and TD 3A or TD 1A studio dolly. Advise price and condition. G. M. Baumann, WDSM-TV, Duluth, Minn.

## Instruction

**Get your FCC** first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

**FCC 1st phone license** in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

# RADIO

## Help Wanted

# ARE YOU:

1. Top Personality
2. Good Air-salesman
3. Customer Conscious
4. Experienced DJ
5. Publicity Savvy
6. Full-time Thinker
7. Executive Styled

Right answers to 7 will get you 11 . . . means you qualify for opportunity in big market profits with expansion plans at WSRS. Send complete background and tape to Mr. Kashfinder, WSRS, Cleveland 18, Ohio. For appointment phone Yellowstone 2-0095.

## RADIO

### Help Wanted

*Salesmen*

**SALESMAN**

Dominate Midwest AM-TV operation, in one of the first twenty markets, forming separate sales staffs, has opening for aggressive local salesman selling radio only. Man chosen must have solid sales background with major network affiliate or hard-hitting independent.

Good starting salary plus commission, company-paid life insurance and profit-sharing plan. Job offers potential of $12,500 a year or better to top man. Write immediately, including photo to

Box 443G, B•T

*Production-Programming, Others*

*Offer*

**RESPONSIBILITY** *for:*
*distinctive programming*
*effective announcing*
*professional production*

**BUT NOT** *just a desk job*

**BECAUSE** *personal participation is essential*

**PAY** *$6000.00 plus*

*Network station in metropolitan Southeastern market.*

***Box 555G, B•T***

### Situations Wanted

*Production-Programming, Others*

**NEWSMAN**

Four and a half years experience, two and a half years news director of One KW local news station. University graduate in Journalism. Highest references, including present employer. Seeks challenging position larger station with future.

Box 542G, B•T.

## TELEVISION

### Help Wanted

*Managerial*

**TV STATION MANAGER WANTED**

Must be a man who is strong on sales with a thorough knowledge of TV management problems. Prefer man with background in medium or small market operation with a proven record. This is an excellent opportunity in a VHF station for man who has know-how and will work. Please submit detailed background in first letter. All replies completely confidential.

Box 589G, B•T.

## TELEVISION

### Help Wanted—(Cont'd)

*Salesmen*

**WANTED**

**TV SALESMEN**

WFRV-TV, Green Bay, Ch. 5, 100 KW station seeks experienced TV salesmen, one to be local sales manager. Write WFRV-TV, Bellin Building, Green Bay, Wis. On the air this spring. Tell all.

*Programming-Production, Others*

**WANTED**

Producer for VHF television station in large Southern city. Should be strong on ideas and able to direct staff in getting 'em on the air right.

Box 616G, B•T.

### For Sale

*Stations*

**10%—$15,000**

**VHF Station Owner Desires to sell 10% for $15,000 Cash. Black Ink In Several Months. Please Describe Yourself Fully (In Confidence).**

**Box 587G, B•T.**

*Equipment*

**TV TOWER**

369 FT—IDECO B2 heavy-duty, three leg, self-supporting. Now supporting 3 bay, channel 2, TV antenna and 4 bay HD FM Pylon. Perfect condition. Will sell on location, a real bargain.

**Contact**

**William E. Neill**

**WFMY-TV**

**Greensboro, N. C.**

**TOWERS**
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

## FOR THE RECORD

### UPCOMING

March 7: Seventh Annual Awards Dinner, Academy of Television Arts & Sciences, Hollywood.
March 7: RAB Clinic, New Orleans.
March 7: BMI Clinic, Washington Duke Hotel, Durham, N. C.
**March 7-12: National Tv Servicemen's Week.**
**March 8: RAB Clinic, Shreveport, La.**
March 8: BMI Clinic, Alvarado Hotel, Albuquerque, N. M.
March 9: Advertising Executives Club meeting, Athens Athletic Club, Oakland, Calif.
**March 9: RAB Clinic, Dallas, Tex.**
March 9: BMI Clinic, Patrick Henry Hotel, Roanoke, Va.
**March 10: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.**
**March 10: RAB Clinic, San Antonio, Tex.**
March 10: BMI Clinic, Hotel Adolphus, Dallas, Tex.
March 10-12: Louisiana Assn. of Broadcasters meeting, New Orleans.
**March 11: RAB Clinic, Corpus Christi, Tex.**
March 11: BMI Clinic, Roosevelt Hotel, New Orleans.
March 11: BMI Clinic, Stonewall Jackson Hotel, Clarksburg, W. Va.
March 12: Tenth Annual Michigan State College Radio & Television Conference (one day; for educators), East Lansing, Mich.
March 12: First Annual Michigan State College High School Radio & Television Day, East Lansing, Mich.
March 15: NARTB Regional Meetings Committee, NARTB Hdqrs., Washington.
**March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.**
March 15-16: Missouri Broadcasters Assn. meeting, Colonial Hotel, Springfield.
**March 16-19; Assn. of National Advertisers, The Homestead, Hot Springs, Va.**
March 16: BMI Clinic, Hotel Hayes, Jackson, Mich.
March 16: BMI Clinic, Colonial Hotel, Springfield, Mo.
March 18: BMI Clinic, Blackhawk Hotel, Davenport, Iowa.
March 18: BMI Clinic, Netherland Plaza Hotel, Cincinnati.
**March 18-19: Atlanta Advertising Institute, Emory U., Atlanta.**
**March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.**
**March 21: RAB Clinic, Albuquerque, N. M.**
March 21: BMI Clinic, Emerson Hotel, Baltimore.
March 21: BMI Clinic, Cornhusker Hotel, Lincoln, Neb.
March 21-23: Canadian Assn. of Radio & Television Broadcasters meeting, Chateau Frontenac Hotel, Quebec City.
**March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.**
**March 22: RAB Clinic, Amarillo, Tex.**
**March 23: RAB Clinic, Oklahoma City**

### Wanted to Buy

*Equipment*

**WANTED**

One used Camera Chain, preferably DuMont. Need additional studio TV equipment. Contact Lloyd R. Amoo, Station KXJB-TV, Valley City, North Dakota. Phone 1500.

### Employment Service

**RADIO & TV PERSONNEL**
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

*right at our fingertips for you!*

**CAREER BUILDERS** Agency
*Marjorie Witty, Director, Radio-TV Div.*
35 West 53rd St., New York 19 • PL 7-6385

I Love You

I Love You

I Love You

# EVERYONE LOVES TIC-TOC TOY SHOP

HEARTS and FOLLOWERS!
WHIO-TV mails were flooded with home-made valentines from the small fry! It seemed like almost all the kids in the WHIO-TV viewing area wanted to be the valentines of Uncle Orrie and Nosey, the Clown on Tic-Toc Toy Shop. And now, just like clockwork, Tic-Toc Toy Shop is the leading mail pulling show on WHIO-TV. The little time tellers know when the little hand is on five and the big hand is on six, it's time for their favorite kiddie's show. And do they love it . . . the kids take part in the program . . . in the games . . . in the stories . . . and the commercials. If you're a time-teller . . . and a time buyer . . . you know the correct time if you're participating in Tic-Toc Toy Shop on WHIO-TV, Monday through Thursday 5:30-6:00 P.M. Another top rated show on the top-rated station.* Check all the details with our national clock-watcher, George P. Hollingbery.

*DECEMBER PULSE—Gives WHIO-TV the first six of the top ten shows and ten of the first fifteen.

**Channel 7 Dayton, Ohio**
**ONE OF AMERICA'S GREAT AREA STATIONS**

**whio-tv**
CBS • DUMONT

# TELESTATUS

March 7, 1955

## Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

### ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
WTVY (9) Young; 7/2/54-Unknown (granted STA Jan. 28)

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 51,200
►WSFA-TV (12) NBC; Katz

Munford†—
►WEDM (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

### ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 116,370

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 116,370
►KPHO-TV (5) CBS, DuM; Katz; 116,370
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,132

### ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 97,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

### CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000

**New Tv Station**

The following tv station is the newest to start regular programming:

KTVK (TV) Phoenix, Ariz. (ch. 3), March 1.

►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 49,812
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,000
Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 2,013,564
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 2,013,564
►KHJ-TV (9) DuM; H-R; 2,013,564
►KNXT (2) CBS; CBS Spot Sls.; 2,013,564
►KRCA (4) NBC; NBC Spot Sls.; 2,013,564
►KTLA (5) Raymer; 2,013,564
►KTTV (11) Blair; 2,013,564
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) CBS, ABC; H-R; 9/29/54-3/20/55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,059,055
►KPIX (5) CBS; Katz; 1,059,055
►KRON-TV (4) NBC; Free & Peters; 1,059,055
►KSAN-TV (32) McGillvra; 200,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

### COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 38,000
Denver—
►KBTV (9) ABC; Free & Peters; 273,069
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
►KLZ-TV (7) CBS; Katz; 273,069
►KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 8,600
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

### CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340

**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**

**Total stations on air in U. S. and possessions: 422; total cities with stations on air: 281. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,878,375.**

***Indicates educational stations.**

**† Cities NOT interconnected to receive network service.**

**(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 388,803.**

**(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.**

**(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WBUF-TV Buffalo, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.**

**(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].**

**(e) Merger of WNAM-TV Neenah, Wis., with WFRV-TV Green Bay has been FCC approved, pending surrender of the former permit.**

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
448,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Exclusive 4 Representative
The BRANHAM Company

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

**DELAWARE**

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

**DISTRICT OF COLUMBIA**

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 631,000
WETV (20) 10/21/54-Unknown

**FLORIDA**

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 373,904
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 304,800
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
► WFLA-TV (8) NBC; Blair
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 225,000

**GEORGIA**

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36) 22,517
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 132,121
► WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 83,559
► WRBL-TV (4) CBS; Hollingbery; 90,384
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 90,058
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 58,312
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

**IDAHO**

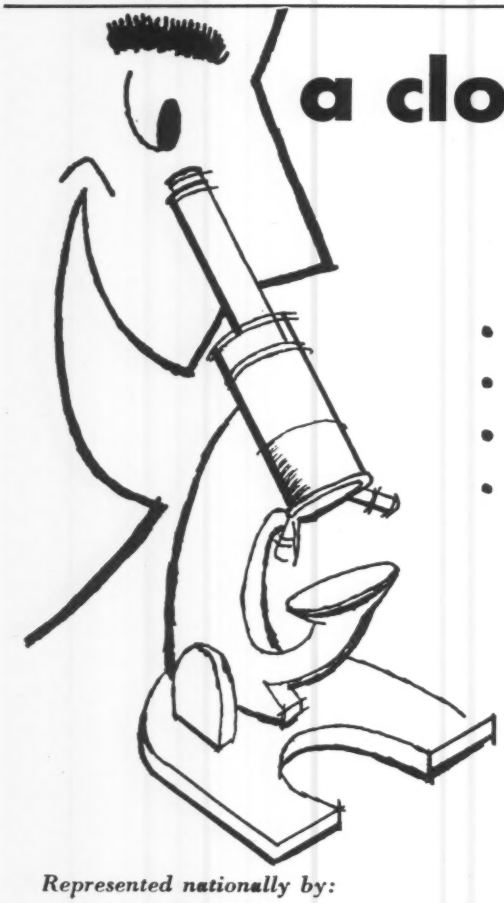
Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,200
► KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 32,018
Lewiston†—
Lewiston Tv Co. (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

**ILLINOIS**

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 33,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 151,534
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 226,337
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 244,024
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

**INDIANA**

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55

# a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

## WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

**118,000** UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

*Represented nationally by:*
*The Bolling Co. New York & Chicago*

Bloomington—
►WTTV (4) NBC, DuM; Meeker; 606,450 (also Indianapolis)
Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
►WFIE (62) ABC, NBC, DuM; Venard; 94,315
►WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
►WKJG-TV (33) NBC, DuM; Raymer; 112,186
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
►WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
►WISH-TV (8) ABC, CBS, DuM; Bolling; 524,710
►WTTV (4) See Bloomington
Lafayette†—
►WFAM-TV (59) CBS, DuM; Rambeau; 66,500
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 147,267
Waterloo (Fort Wayne)—
►WINT (15) ABC, CBS; H-R; 133,478

**IOWA**

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,333
►WMT-TV (2) CBS; Katz; 259,300
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
►KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
►KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
►KVTV (9) ABC, CBS, DuM; Katz; 152,835
Waterloo—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

**KANSAS**

Great Bend†—
►KCKT (2) NBC; Bolling; 126,258
Hutchinson—
►KTVH (12) CBS, DuM; H-R; 199,012
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz, 86,587
Topeka—
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427
Wichita—
►KAKE-TV (10) ABC; Hollingbery; 195,110
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

**KENTUCKY**

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 78,395
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) NBC, ABC, DuM; Forjoe; 4/13/54-3/5/55 (granted STA Jan. 20)
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

**LOUISIANA**

Alexandria—
►KALB-TV (5) Weed
Baton Rouge—
►WAFB-TV (28) ABC, CBS, DuM; Young; 78,000
WBRZ (2) Hollingbery; 1/28/54-4/15/55
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
►KPLC-TV (7) ABC, NBC; Weed; 55,935
►KTAG (25) CBS, ABC, DuM; Young; 37,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 199,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 306,096
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 75,600
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) 2/16/55-Unknown

**MAINE**

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,104
►WTWO (2) CBS; Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 24,000
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
►WCSH-TV (6) NBC, DuM; Weed; 150,004
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

**MARYLAND**

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
►WBAL-TV (11) NBC; Petry; 588,336
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 588,336
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 49,315

**MASSACHUSETTS**

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,279,776
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,279,776
Brocktont—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,800
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 168,000
►WWLP (61) ABC, NBC; Hollingbery; 168,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 76,212

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

**MICHIGAN**

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (50) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,553,200
WTVS (*56) 7/14/54-Unknown
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) 1,496,000. See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 539,390
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City†—
►WPBN-TV (7) NBC; Holman; 36,965

**MINNESOTA**

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 78,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
►KEYD-TV (9) DuM; H-R
►WCCO-TV (4) CBS; Free & Peters; 570,600
►WTCN-TV (11) ABC; Blair; 570,600


THE MOST POWERFUL TV STATION IN NORTH AMERICA!

You Can SERVE... SELL and PROFIT Well on CKLW-TV's MILLION DOLLAR MOVIES

YOUR AUDIENCE WILL SEE...
The Finest collection of First Run Movies ever scheduled in the Detroit Market.

YOUR CLIENT WILL PROFIT WITH...
Six participating film commercials per week in a repeated First Run Movie Schedule in high rated premium time.

YOUR COMMERCIALS SELL TO AN ESTABLISHED AUDIENCE...
Based on current performances First Run Movies repeated four times weekly have produced a cumulative ARB Rating of 50.1 . . . 600,000 TV homes with an average of 2.5 viewers per set at a cost of 76c per thousand viewers.

It all adds up to a million dollar bargain so write, wire or phone your Adam J. Young Representative or

CKLW-TV channel 9, Detroit
J. E. Campeau President

Rochester—
► KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 570,600
► WMIN-TV (11) ABC; Blair; 570,600

**MISSISSIPPI**

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 110,000
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

**MISSOURI**

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 115,000
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 150,504
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, CBS, DuM; Katz; 475,064
► KMBC-TV (9) CBS; Free & Peters; 475,064
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 475,064
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 125,300
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 732,884
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

**MONTANA**

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 18,000

**NEBRASKA**

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown
Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 111,006
► KUON-TV (*12) 72,849
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

**NEVADA**

Henderson†—
► KLRJ-TV (2) NBC; Pearson
Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

**NEW HAMPSHIRE**

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

**NEW JERSEY**

Asbury Park†—
► WRTV (58) 6,000
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

**NEW MEXICO**

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

**NEW YORK**

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 152,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 317,290
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 445,151. See footnote (a).
WBUF-TV (17) See footnote (c)
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 447,938. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 58,590
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 27,100
Lake Placid †(Plattsburg)—
► WIRI (5) Young
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 419,000
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 358,300
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 358,300
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 157,000

**NORTH CAROLINA**

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 298,130
Chapel Hill†—
► WUNC-TV (*4)
Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 98,070
New Bern†—
Nathan Frank (13) 2/9/55-Unknown
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Washington†—
WITN (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC; DuM; H-R; 84,300

**NORTH DAKOTA**

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,261
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

**OHIO**

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) CBS, ABC; Katz; 1,085,000
Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,0[illegible],900

**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**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List Price $54.00
Professional Special Price $37.80

"On the Air" Timer

**Designed especially for Radio and TV!**
Tells you exactly how much air time remains —in a single glance!

NOW—keep your mind on your program and not on the clock! Now, know whether to "stretch it out" or "wind it up" with split-second accuracy—and without distracting calculations!

- SYNCHRONIZED HANDS can be set for any combination of minutes and seconds on easy-to-read black and red reverse dials. STANDARD OUTER DIAL PERMITS USE AS CONVENTIONAL STOP WATCH!
- STOP AND GO ACTION: Invaluable at rehearsals; can be started and stopped at "times out," always tells you how much time left.

From the Makers of the Famous Minerva Stopwatch!

We are headquarters for
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All makes; prompt service
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Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 149,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

**OKLAHOMA**

Ada—
►KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
►KTVQ (25) ABC; 167,381
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
►KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
►KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

**OREGON**

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,425
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/9/55
►KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
►KPTV (27) NBC, DuM; NBC Spot Sls.; 219,744
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

**PENNSYLVANIA**

Allentown†—
►WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 89,307
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 58,820
Harrisburg—
►WCMB-TV (27) Forjoe
►WHP-TV (55) CBS; Bolling; 193,002
►WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, ABC, NBC, DuM; Katz; 850,566
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c) (expects to be back on air April 1)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
►WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC Free & Peters; 1,947,322
Pittsburgh—
►KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,370
Scranton—
►WARM-TV (16) ABC; Hollingbery; 200,000
►WGBI-TV (22) CBS; Blair; 210,000
►WTVU (73) Everett-McKinney; 250,000
Sunbury†—
Sunbury Bcstg. Corp. (38) 2/9/55-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 225,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

**RHODE ISLAND**

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
►WNET (16) ABC; Raymer; 82,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

**SOUTH CAROLINA**

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 127,200
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 153,517
►WUSN-TV (2) NBC; H-R; 138,500
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 72,000
►WIS-TV (10) NBC, DuM; Free & Peters; 138,992
►WNOK-TV (67) CBS; Raymer; 75,000
Florence—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
►WFBC-TV (4) NBC; Weed; 443,850
►WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

**SOUTH DAKOTA**

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

**TENNESSEE**

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 127,348
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/6/55 (granted STA Feb. 4)
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

General Custer would rub his eyes in amazement!

Yes . . . things have changed since General Custer set out from Bismarck in the 1870's for the ill-fated battle of the Little Big Horn!

He wouldn't recognize the office buildings and industrial plants which now crowd North Dakota's capital city . . . or the surrounding countryside, once roamed by the Sioux, now dotted with prosperous farms. Today this is the land of agriculture, of oil—and television sets!

And . . . what the good name KFYR has meant to radio listeners for the last 30 years, *KFYR-TV* (with 100,000 watts of maximum power) now means to increasing thousands of TV-viewers. May we whet your further interest with some interesting facts? We've got 'em, so has Blair-TV, Inc.

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Memphis—
► WHBQ-TV (13) CBS; Blair; 336,442
► WMCT (5) ABC, NBC, DuM; Branham; 336,442
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM.; Hollingbery; 230,130
► WSM-TV (4) NBC, DuM; Petry; 208,985
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 224,519

**TEXAS**

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 42,240
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 68,238
► KGNC-TV (4) NBC, DuM; Katz; 68,238
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 106,876
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 448,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 448,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 65,878
► KTSM-TV (9) NBC; Hollingbery; 63,868
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 450,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,275
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 396,000
► KTRK-TV (13) ABC, DuM; Blair; 396,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 40,000
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 75,164
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 237,255
► WOAI-TV (4) ABC, NBC; Petry; 236,912
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 109,342
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 108,270
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 48,922
KWTX-TV (10) Pearson; 12/1/54-April '55
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,673
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Blair; 85,300

**UTAH**

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Katz; 167,200
► KUTV (2) ABC; Hollingbery; 181,500

**VERMONT**

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 113,000

**VIRGINIA**

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 131,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 179,100
Newport News —
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 349,467
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 481,193
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 311,001

**WASHINGTON**

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
► KEPR-TV (19) 39,500
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 415,500
► KOMO-TV (4) NBC; Hollingbery; 415,500
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 100,410
► KREM-TV (2) ABC; Petry; 99,247
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 415,500
► KTNT-TV (11) CBS, DuM; Weed; 415,500
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

**WEST VIRGINIA**

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 491,728
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
► WSTV-TV (9) See Steubenville, Ohio

**WISCONSIN**

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-4/14/55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) Rosenman; 408,900
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 755,691
► WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 52,400

**WYOMING**

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

**ALASKA**

Anchorage†—
► KENI-TV (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; Weed; 7/1/53-Unknown (granted STA Feb. 15)
► KTVF (11) DuM; Alaska Radio-Tv Sales

**HAWAII**

Hilo†—
KHBC-TV (9) 1/19/55-Unknown
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 62,000
► KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

**PUERTO RICO**

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

**CANADA**

Calgary, Alta.—
► CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 12,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 6,000
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 5,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 16,843
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 8,500
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
► CJCB-TV (4) Weed; 8,940
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

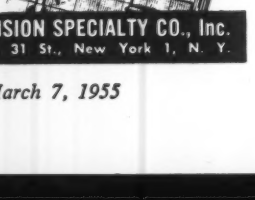
**MEXICO**

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402


FREE!
All-in-1
CATALOG

ALL Film Processing Equipment in U. S. — in *one* catalog! Complete, up-to-the-minute, accurate information . . . Descriptive Data Illustrations Specs • Prices

Write NOW to Dept. BT-9




TELEVISION SPECIALTY CO., Inc.
350 W. 31 St., New York 1, N. Y.



HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

## ON THE DOTTED LINE . . .

CONCLUDING arrangements for 52-week sponsorship by the May Co., Baltimore department store, of *Candy Corner*, children's variety show carried by WBAL-TV there, are (l to r): Al Ross, WBAL-TV personality; Marx Kaufman, president, Kaufman-Strouse Adv., May Co. agency; Leslie H. Peard Jr., station manager, WBAL-TV. Bert Claster, producer of *Candy Corner*, and William Mason, WBAL-TV account executive.

ANOTHER sponsor of *Kash Box* is added to the lineup at KSDO San Diego with this participation contract agreed to by the Piggly Wiggly grocery chain. O. J. Schoen, vice president-general manager of the grocery chain, signs contract with (l to r): Joe Bossard, food merchandising account executive for KSDO; Al Arnegard, merchandising director for the Piggly Wiggly organization, and Roy Fouts, buyer for the firm.

CONTRACT between P.O.C. beer and WKBR Manchester, N. H., covering the broadcast of *Sports Review* (Mon.-Sat., 6:45-7 p.m.) for one year, is concluded by Eileen Sinville of Eileen Sales Inc., distributor of P.O.C. in southern New Hampshire, and Warren H. Journay, station manager of WKBR. L to r: standing, Norman Bailey, WKBR account executive; Thomas J. Palmer, New England representative for P.O.C.; Tom Hussey, WKBR sports director, and Harry Mullen, also representing P.O.C. Miss Sinville is said to be the only woman beer distributor in that section of the country.

TWO weekly half-hour programs on WTVH-TV Peoria, Ill., for Chris Hoerr & Son Co., local distributor for Re-Joyce foods, is agreed to by (l to r): seated, Al Forbes, advertising manager for CH&S, and Chris Hoerr III; standing, Bob Burton, WTVH-TV account executive; Ed Klein, Jackson, Hoerr, Peterson & Hall agency, and Robert L. Jawer, WTVH-TV assistant general manager and sales manager. The company will advertise Re-Joyce coffee, Robin Hood flour and Chicken of the Sea tuna, among other products, on the Tuesday night *Kartoon Corner* and Saturday afternoon *Scoreboard Varieties*.

**BROADCASTING • TELECASTING** *subscription order blank*

**PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.**
**I've checked service desired.**

- ☐ 52 weekly issues of **BROADCASTING • TELECASTING** $7.00
- ☐ 52 weekly issues and **BROADCASTING Yearbook-Marketbook** 9.00
- ☐ 52 weekly issues and **TELECASTING Yearbook-Marketbook** 9.00
- ☐ 52 weekly issues and both **Yearbook-Marketbooks** 11.00

☐ Enclosed ☐ Bill

*name* *title/position*

*company name*

*address*

*city* *zone* *state*

## Was That Tripe Necessary?

IF THE *Chicago Tribune* is undertaking to scrap its two television stations, along with television as a whole, it will need better monkey wrenches than the rusty collection it started shying at the visual medium a few days ago.

In a wild tirade, one of its research men cut loose at just about everything that makes television the sort of advertising medium that could provoke such a tirade from a *Tribune* man. We doubt that anything could be quite as ineffectual as the researcher tried to make tv advertising out to be, except perhaps his own arguments.

The *Tribune* claims can be answered with facts, and the Television Bureau of Advertising, for one, is putting up a strong rebuttal (see story this issue). We should like here, however, to examine one or two of the *Tribune* arguments in particular.

For one thing, the *Tribune* man makes much of the statistic that there are many more men smokers than women smokers but that Philip Morris' *I Love Lucy* audience contains 60% more women than men. Suffice it to observe that Philip Morris, in signing *I Love Lucy* to a whopping contract two years ago, said it was "looking forward to an all-time high in sales" and, indicating no disappointment, has since renewed. Nor should the predominance of women be unsettling to Procter & Gamble, another judicious advertiser, which joined Philip Morris in the renewal.

Another "point" made by the *Tribune* man is that although tv cost-per-thousand has dropped, he doubts it will ever go below $7. He does not advertise that this is seven-tenths of one cent per person. Nor does he point up (as TvB does) that the *Tribune*, like many another newspaper, apparently has contracted a circulatory ailment since television set in. Between November 1949 and November 1954, the daily *Tribune* dropped 8% in circulation and raised its line rate 23%, so that its cost-per-thousand has gone up 33%. The Sunday *Tribune* suffered a 13% drop in circulation and boosted the rate 18%, thereby hiking cost-per-thousand by 36%.

All in all, it would seem appropriate, and more to the paper's own good, for the *Tribune* to get out of the dismantling business, clean up its monkey wrenches and use them to tighten the nuts and bolts in its own insides.

## Lies & Consequences

THE FCC is in serious trouble in the Edward Lamb license renewal case—perhaps the most serious in its tempestuous history.

For nearly six months, off-and-on, this back-alley brawl has been going on before an examiner at a hearing room in the Post Office Building, in between the Capitol and the White House. And there have been repercussions at both places, not to mention the Dept. of Justice, which has instituted a grand jury investigation of two turnabout witnesses.

What prompted the FCC to initiate the proceeding has never been publicly disclosed, though the Lamb forces contend its origin is political. At this stage, we have no doubt that the FCC would like to rid itself of the whole messy business.

But it isn't something that it can turn off without explanation. Moreover, the fact that a grand jury investigation has been invoked, plus the knowledge that the eyes of Congress are upon it, places upon the FCC the unpleasant necessity of seeing this thing through.

This spectacle began when the FCC last year authorized a full-dress inquiry to ascertain whether Mr. Lamb, a lawyer-broadcaster-industrialist, had failed to disclose in his renewal application for WICU (TV) Erie, Pa., alleged former associations with individuals or organizations identified with the Communist Party. What has happened since last fall, when the public hearings began, has been front page copy. Mr. Lamb has had his innings in Congress and in the courts.

The FCC has looked bad from the start of this bedlam. Its two key witnesses, now being investigated by the grand jury, had presented testimony of doubtful probative value originally, only to repudiate it under cross examination. There have been strange goings-on otherwise which would not have been countenanced by a court of law.

Perhaps the grand jury will bring some semblance of equanimity out of this babel of lie-hurling. Mr. Lamb understandingly wants to clear his name. At this stage, an objective observer must be drawn to the view that the FCC counsel have failed to prove their case. And, as a result, the FCC itself is on trial, in Congress, in the eyes of the public and before that grand jury.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"That fight tonight must have been a stinker!"*

Last week, counsel for Mr. Lamb presented to the hearing examiner a motion to dismiss the proceeding and renew the WICU license.

Historically, the FCC has always afforded the principals involved in broadcast proceedings for new facilities or for renewals the opportunity to testify in person. (Indeed, the FCC in many instances has required such appearances, where possible.) That Mr. Lamb is the directing head of WICU and of his other broadcast operations cannot be questioned. He has been present at many of the sessions. He has demanded the opportunity to clear his name.

Before the record is closed, Mr. Lamb certainly should be given that opportunity.

## Pretty People

COMES now GOP Chairman Leonard W. Hall with the plea that next year the Republicans pick "able," "personable" candidates who can "sell themselves" over tv, because tv has "changed everything about political campaigning."

It is pleasing to learn that Mr. Hall appreciates the importance of the broadcast media in this new electronic political era. But we wonder where he was when the GOP National Committee totally ignored the unanimous pleas of the broadcasters that the two national political conventions in 1956 be held in the same city.

## The Right Track

THE new bill introduced in the Senate to relieve broadcasters of liability for defamatory statements made by political candidates is not the first attempt to write some sense into what is now a hopelessly addled political broadcasting law.

As most broadcasters are painfully aware, the Communications Act now prohibits broadcasters from censoring as much as a word from the speeches of political candidates but does nothing to protect them from libel suits that may ensue.

In past Congresses there have been several attempts to extricate the broadcaster from this be-damned-if-he-does and be-damned-if-he-doesn't position. None has even got to the floor of either house.

Now Sen. John M. Butler (D-Md.) proposes an amendment which would exempt stations from libel suits unless they were willful parties to the libel [B•T, Feb. 28]. Sen. Butler is to be commended for his interest, and, as a temporary expedient, his bill deserves broadcasters' support.

In the long run, however, broadcasters should be given the same rights and responsibilities which other news media enjoy. They should be empowered to use their own discretion in choosing whether to broadcast any given speech.

The newspaper editor must search for libel in whatever he puts in the editorial content of his paper, and the newspaper publisher must be equally careful about the copy in ads.

As mature news media, radio and television should be trusted to make their own decisions, too.

NG by Sid Hix

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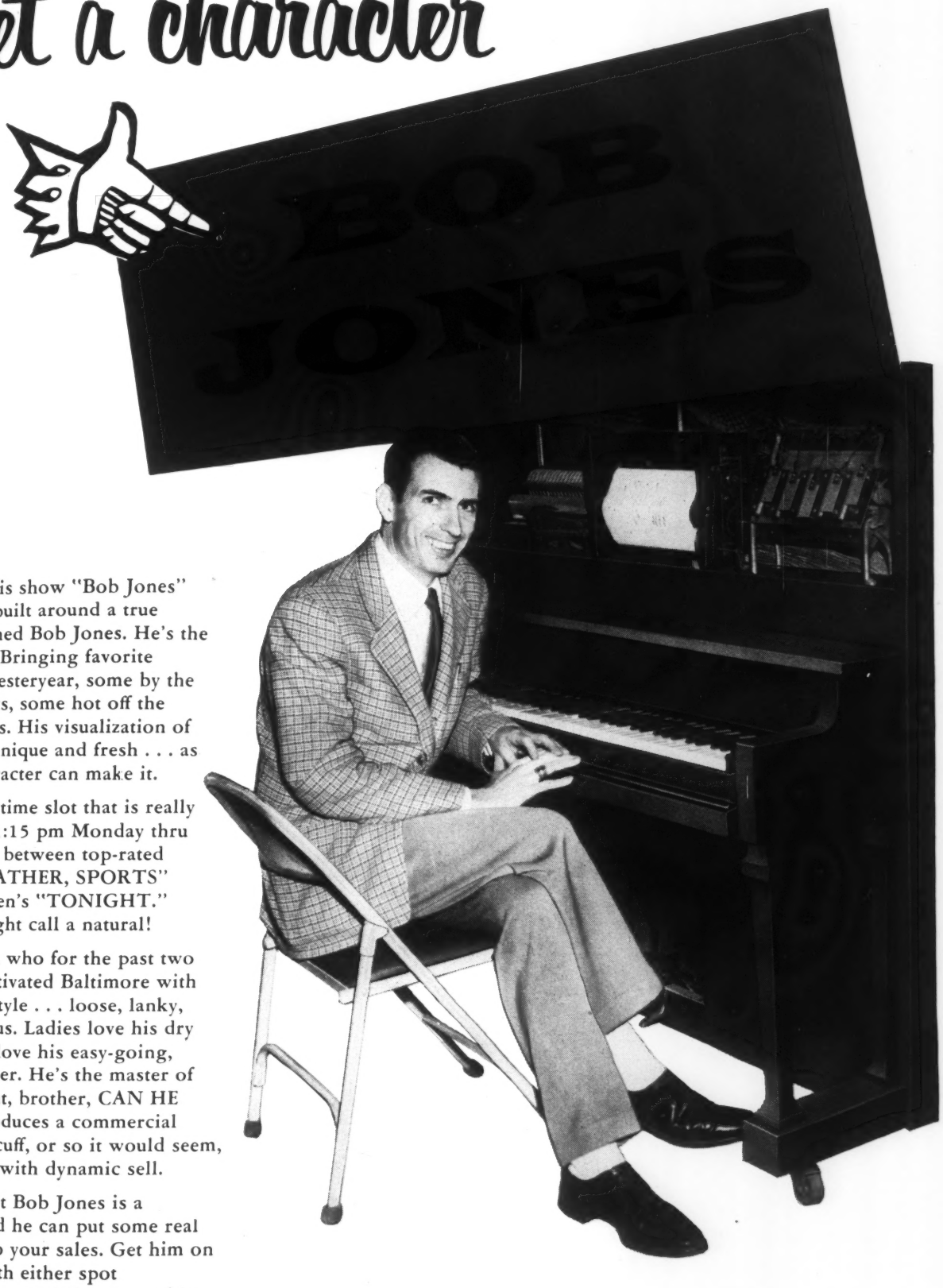
LECASTING

# Meet a character




We call this show "Bob Jones" because it is built around a true character named Bob Jones. He's the major domo. Bringing favorite melodies of yesteryear, some by the original artists, some hot off the record-presses. His visualization of the music is unique and fresh . . . as only this character can make it.

And he has a time slot that is really perfect . . . 11:15 pm Monday thru Thursday . . . between top-rated "NEWS, WEATHER, SPORTS" and Steve Allen's "TONIGHT." What you might call a natural!

Meet the man who for the past two years has captivated Baltimore with his original style . . . loose, lanky, and loquacious. Ladies love his dry humor. Men love his easy-going, relaxed manner. He's the master of underplay, but, brother, CAN HE SELL! He produces a commercial right off-the-cuff, or so it would seem, that's loaded with dynamic sell.

Yes, we admit Bob Jones is a character, and he can put some real character into your sales. Get him on your team with either spot announcements or full sponsorship.

**WBAL·TV**

NBC Affiliate in Baltimore
Represented by Edward Petry & Co.